

# Chemist & Druggist

19 May 1973 THE NEWSWEEKLY FOR PHARMACY

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**Sangers  
defend  
Apocaire**

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**A view of  
French  
pharmacy**

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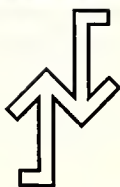
**Proposals for  
Contractors  
Committee**

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\*Source latest audit data measured by leading Retail Audit Organisation.

19 May 1973 Vol. 199 No. 4861

The newsworthy for pharmacy  
114th year of publication

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 Ireland and of the Pharmaceutical Society of  
 Northern Ireland

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## APOCAIRE

Sangers group have refuted NPU's  
 allegations concerning Apocaire (see  
 639).

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# Instant memories

You can't look at TV this spring/summer without getting the message: Polaroid cameras deliver instant memories. We've put our two most inexpensive models, the Square Shooter 2 and the black-and-white Super Swinger, into warm family situations that will make every viewer want instant memories for himself. The result: instant customers for you. The campaign starts April 24th. The response starts instantly.





# Instant customers. Polaroid instant picture cameras.

"Polaroid" and "Swinger" are trade marks of Polaroid Corporation, Cambridge, Mass., USA.  
Polaroid (UK) Ltd, Rosanne House, Welwyn Garden City, Herts.



data from **APS***Life size photograph*

# new ready-measured pack of glyceryl trinitrate tablets BP 500mcg for your convenience, speed of dispensing and increased product safety

Recent reports indicate that Glyceryl Trinitrate tablets BP are unstable, especially when in contact with plastic and other organic materials.

The Pharmaceutical Society has, accordingly, advised its members to dispense in small amber glass bottles sealed by a stopper with a metal-faced liner, and not to include any organic wadding.

3 dram amber glass bottles of 100 TABLETS BP 500 mcg with metal caps and no organic packing material, are now available in outers of 2 dozen from your usual wholesaler or direct from APS.

An announcement has been made in the medical press requesting doctors to prescribe in units of 100 tablets. Price £0.70 per dozen less 10% discount on all orders

of £20 or more in total value. Full price list of generic tablets etc., and FREE sample bottle of Glyceryl Trinitrate BP 500 mcg sent on request.

## APS

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# Apocaire—no conflict with VTO say Sangers

Sangers Group have refuted the statements issued by the National Pharmaceutical Union concerning the Apocaire scheme last week, p593).

In a statement they regret the Press announcement issued by the NPU believing it contains a wholly misleading account of the part played by Sangers in the NPU's proposal to introduce a national VTO. The statement continues: "It must first be pointed out that Sangers has *not* launched a symbol trading group. It has introduced Apocaire which is believed to be unique. Apocaire is a new promotional trading scheme which is totally different from and does not conflict with the concept of a VTO. The introduction of Apocaire is not therefore "a deliberate attempt" to inhibit the introduction of a national VTO nor will it "deprive retail pharmacists of contributing to the creation and control of a VTO". There is no provision in the Apocaire scheme which would prohibit participating retailers from also participating in a VTO.

## to promise to participate

While it is true that we have expressed our agreement to the overall concept of a national VTO and have expressed a desire to work with the NPU on this, we have at no time confirmed our intention to participate in the plan as formulated and it is not in order for the NPU to interpret our willingness to discuss the plan as confirmation of our intention to participate.

"The suggestion that Sangers 'deliberately delayed the VTO steering committee's report in order to gain time to plan and launch their wholesaler sponsored symbol group' is highly defamatory. We deeply regret that the NPU chose to make this statement which has no foundation of fact. The delay referred to presumably relates to the time taken by Sangers to study the effects of the NPU plan. Discussions were commenced on July 24, 1972; by a letter dated December 22, Sangers advised the NPU that they would be unable to participate. No time limit was set for Sangers to consider the scheme and in view of the far reaching effects which participation would have had on the Sangers Group, the time taken was not unreasonable.

"It should also be pointed out that further approaches were made by the NPU following the letter of December 22, and in deference thereto Sangers re-entered discussions with the NPU. Although some progress was made, Sangers was not satisfied that the NPU's proposals were realistic and advised the NPU of this fact on March 9, 1973. Further communications from the NPU made it necessary for Sangers to re-confirm this advice in a further letter of April 11.

"It would appear from the NPU statement that Sangers, who were prepared to

consider the proposals and discuss them in detail are regarded with more disfavour by the NPU than those wholesalers who rejected the proposals out of hand. Further, from the tenor of the statement there is a presumption that Sangers were somehow obligated to participate in the scheme, or, having once shown interest were thereafter committed to it.

"Application has been made for the name 'Apocaire' and for the symbol to be registered as trade marks. At the time of the application neither the name nor the symbol nor any comparable name or symbol were registered on any public

## Linstead: two more 'reconsiderations'

New moves towards a fresh look at the Linstead NHS working party report have been decided by the Council of the Pharmaceutical Society and the Central NHS (Chemist Contractors) Committee.

When Council studied the question of reconstitution of the working party last week, the consensus in the Practice Committee was that the right course of action would be to set up a working party consisting of five or six people which would take evidence and consider, as a starting point, the evidence given by the Society to the original working party. It was pointed out that the preparation of a report by the proposed working party would be a major task.

The Central Committee, on the other hand, had before it an approach from the Society concerning the proposal in PCL 3/73 "that the Council, the Central Committee, the NPU Executive and the Company Chemists' Association should each carry out a complete evaluation of the changes considered to be desirable in general practice pharmacy. This would be

Two oak pedestals were presented to the NPU for use in its newly decorated council room recently by Olney Bros (Shopfitters) Ltd, Berkhamsted, Herts, one of the firms of NPU approved shopfitters and with whom the NPU has had a particularly long association. Here

Mr R. G. Worby (extreme right), one of the London members of the NPU Executive Committee accepting the presentation from Mr D. Olney, chairman of Benfield & Loxley Ltd (the Olney holding company) (second from right) and Mr F. Moore, managing director of Olney Bros (second from left). Mr J. Wright, NPU director, is on the extreme left.

register nor, so far as we are aware, had any application been made in respect thereof.

"It is suggested that Sangers were greatly influenced as regards Apocaire by their experience in the field of wholesale grocery in Northern Ireland. Since Apocaire bears no resemblance to schemes operated by wholesale grocers, it is clear that this is not the case. However, the NPU scheme as presented to us is based on such schemes and our experience in this area has assisted us in reaching our opinion that the plan as proposed could not be operated successfully.

"Finally, Apocaire *does* 'reflect the specialised needs of retail chemists to recapture lost sales and OTC market shares'. The scheme has been formulated solely with this in mind. From the support shown by those who have already attended our presentations, it is clear that the benefits of Apocaire have been widely recognised. We would remind retailers that Apocaire contains no restrictions and requires no cash commitment. It is a truly voluntary scheme."

with a view to the possibility of seeking, when the evaluation had been completed and pharmacy was satisfied about the evidence and representations it would submit, a Government Commission or Inquiry into the future development of general practice pharmacy".

The Central Committee decided that a discussion memorandum should be prepared in line with the PCL proposals.

## Drug samples

In a written Commons question Mr L. Pavitt asked the Secretary of State for Social Services if he would introduce regulations to prohibit the sending of free drug samples to general practitioners and hospitals except upon written application.

Sir Keith Joseph replied "The desirability of this is a matter which I shall be reviewing in the course of implementation of Section 66 of the Medicines Act. But I see no reason at the moment to take such action and the general level of sales promotion expenditure, including samples, is already discussed with pharmaceutical companies where appropriate under the Voluntary Price Regulations Scheme."





# Pharmacist member for a Scottish Health Board

A pharmacist has been invited to serve on one of the new health boards established under the NHS (Scotland) Act 1972.

He is Lord Provost D. M. McIntosh, JP, South Street, Elgin, Morayshire, and will serve on the Grampian area board. Mr McIntosh appears to be the only pharmacist appointed to a health board so far.

Over 2,000 nominations were received when the Scottish Home and Health department wrote to various societies and public bodies asking for recommendations for suitable board members. Several pharmacists were nominated. The final selection was carried out by the Secretary for Scotland and a spokesman from the department pointed out that members are chosen for their own personal abilities rather than as representatives of particular professions.

There will be fifteen health boards in Scotland and members have been appointed for Grampian, Lanarkshire, Orkney and the Borders; the remainder will be announced shortly.

In England, the Department of Health has invited the Pharmaceutical Society to make recommendations for membership of the new regional and area health authorities (see p657).

## Restrictions on supply of veterinary oestrogens

New regulations on the use of injectable oestrogens were announced in the House of Commons last week. Mr A. Stodart, Minister of State, Ministry of Agriculture, in reply to a written question from Mr J. Wiggin, said that regulations have now been made under part II of the Therapeutic Substances Act, 1956:

"From June 1, 1973, these prohibit retail sale and supply of liquid injectable preparations of stilboestrol; hexoestrol and dien-oestrol except by a qualified medical, dental or veterinary surgeon or practitioner, or by a pharmacist acting in accordance with a prescription given by such surgeon or practitioner."

The regulations, applying to liquid injection preparations only, were made on the advice of the Veterinary Products Committee which also suggested that veterinarians should be advised to supply them only for therapy. They further felt that any hazard likely to arise from the use of oestrogens in animal husbandry other than the injecting of calves was not sufficient to call for special control measures at present. The preparations under the new regulations are mainly used to increase the rate of growth in calves and improve the texture of the meat.

The new regulations are the Therapeutic Substances (Control of Sale and Supply) Regulations 1973 (SI no 855).

A long weekend for two in London, the Vestric Star Prize at the company's Belfast branch trade show at the Culloden Hotel, Belfast recently, was won by Mr W. J. Kennedy, MPS, of Castlereagh Road, a customer of the Belfast branch. Making the presentation is Mr A. N. Morrison, branch manager, Vestric, Belfast.



## Chemists' sundries dealer fined for theft

The owner of three Clapham, London, shops dealing in chemists' sundries, Mrs C. Adams, 23 Santley Street, Clapham, was found guilty of theft and fined £50 with £50 costs at the Inner London Crown Court.

The prosecuting counsel said that last year Mrs Adams ordered a large quantity of goods from British Tissues which a contract driver delivered to one of her shops. Mrs Adams supervised the delivery and then told the driver that there were 55 cases short worth £65. She persuaded him to endorse the invoice and also noted a short delivery on it. She gave him some folded notes.

After leaving the shop, the driver counted the money and found it was £15. He then realised what had transpired, and informed British Tissues who contacted the police. The police checked the order at the shop, found that it was complete, and interviewed Mrs Adams. She denied giving the money to the driver.

Judge F. H. Cassels wondered what

would happen to the £15. Mrs Adams's defence meant that she could not claim it, and it did not belong to the driver. He ordered it to be paid into a poor box.

## Brucellosis eradication—cost saving possible

The Ministry of Agriculture could save a considerable amount of money by using a different vaccine in its brucellosis eradication scheme, claim Duphar Laboratories, Caters Hill, West End, Southampton.

Brucellosis causes abortions in cows and under the present British method of control, all young calves in certain areas must be inoculated with the S19 vaccine, which was developed in 1944. However, this must be performed before the calf is six months old as otherwise it would interfere with blood tests taken later in the cow's life. Duphar claim their vaccine, developed in Holland in the last 10 years and marketed in this country as Duphavac, when used by itself will not interfere with the future tests. Hence adult cows can also be treated who would otherwise have to be slaughtered and compensation paid.

## Plaque to Collis Browne of chlorodyne fame

A little bit of history was recalled at Ramsgate earlier this month when a plaque was unveiled to Dr John Collis Browne of chlorodyne fame. He died in 1884 at Mount Albion House where the plaque has been erected. The inscription reads:

JOHN COLLIS BROWNE, Physician  
1819-1884

Formerly Army Medical Staff  
Originator of the medicine Chlorodyne  
and of many nautical and military  
inventions, died in this house.

This Plaque was unveiled  
by the Mayor of Ramsgate  
Alderman L. T. J. Corbitt on  
the 8th May 1973

Dr J.C.B.'s history has often aroused interest but not much of it was collated until in 1970 Mr J. P. Entract, the librarian at London Hospital, wrote an article on him in their Gazette. This stimulated an interest shown earlier by Dr Neville Goodman who in an address given to the Royal Central Asian Society recorded the thought that someone should put up a plaque to him. As a result, Dr Goodman and Lord

Amulree went to Ramsgate and discovered the house—then concealed under another name.

In 1845, at the age of 26, J.C.B. joined the Army Medical Service as assistant surgeon, and was posted to the 98th Regiment now merged with the Staffordshire Regiment. The regiment was then in China, but was soon after posted to Calcutta in India and later marched northwestwards through India. Cholera was then rife, and it was primarily to combat this that he originated chlorodyne by which he is best remembered.

After further service overseas he returned to England and in 1854 he was asked to go to the village of Trimdon in county Durham to fight an outbreak of cholera. Following the success of that visit he left the Army in 1856 and went into partnership with John Thistlewood Davenport, a chemist of Great Russell Street in London, and at that time president of the Pharmaceutical Society of Great Britain, to market his medicine—a family alliance that is maintained to this day.



# People

# Topical reflections

BY XRAYSER

## Packaging

**Mr Peter Chatterton** has won £100 and a Certificate of Merit in this year's National Westminster Bank Young Exporter competition. He received his award from Lord Stokes at a ceremony in London this week.

Mr Chatterton, a product manager with Boots Co, played a leading part in the successful launch and marketing of Brufen into major overseas markets. Since August 1969, Brufen has been registered and made available in a total of 79 countries in every continent of the world.

Mr Chatterton, 28, graduated from Manchester University School of Pharmacy in 1966, and worked for Timothy Whites and Sandoz before joining Boots where he has worked for the last two years. He lives at Hawthorn Close, Keyworth, Nottinghamshire.

**Mr M. Jones**, who was presented with the Duke of Edinburgh's Award at Buckingham Palace on May 8, is a member of the Faberge display department and has been with the company for just over a year. To qualify for the award, Mr Jones had to complete five sections (a residential course, physical fitness, a hobby, an expedition, and community service) which covered a period of two years.

### Deaths

**McGovern:** Recently, Mr Robert McGovern, MPSNI, 71 Foyle Crescent, Newbuildings, Londonderry, aged 62. Mr McGovern registered with the Pharmaceutical Society of Northern Ireland in 1948.

**Ward:** On May 11, Mr Harold Ward, Kingsley, Hough Lane, Wilmslow, Ches. Mr Ward was honorary president and former managing director of Calmic group of companies.

**Wortley:** Recently, Mr Dennis Frank Wortley, MPS, 102 Ryecroft Street, Stapleford, Notts. Mr Wortley was proprietor of a shop in Derby Road, Stapleford, for 20 years before moving to Ryecroft Street three years ago. He qualified in 1940.

## Appointments

**William Davidson Ltd**, have appointed Mr G. A. Berry, MPS, their managing director. Mr G. L. Dickie, MPS continues as chairman of the company.

**Richard Hudnut Ltd** have promoted Mr K. Davies to the position of promotional manager for their consumer products.

**Reckitt & Colman Ltd:** Mr J. J. West, previously regional managing director, Far East and Australasia, has joined Mr A. C. O. Havers as director jointly responsible for the European Group. Mr E. V. Wright heads the overseas group, which embraces activities in the rest of the world. Mr J. C.

The move towards "unit" packaging in medicines for dispensing, to which I have referred on occasion, continues to grow, and each fresh production of the kind provides more problems in storage. It was possible to preserve a reasonably orderly array of bottles, even if the beautiful symmetry of the rows of shop rounds had to give way to assorted sizes and shapes, some labelled on the front and others on the side.

But the arrival of the so-called "bubble" pack soon posed problems of a totally different kind, both in storage and in dispensing. The space occupied by the many assorted varieties of iron preparations has indicated clearly that assurances that such packaging would economise in shelf-room were quite unfounded. And now the practice is extending to other drugs, few of which are prescribed in the packs the manufacturer would like.

In many cases the pharmacist is obliged to embark on the time-consuming task of "unbubbling" the required number and transferring them to the customary bottle, leaving a depleted and untidy balance to lie on the shelf. One of the manufacturers has stated on a label attached to the pack that the method has been adopted to see how the patient likes it, but what steps they propose to take to ascertain patient preference they do not indicate, nor has their representative made any inquiry on visits subsequent to the adoption of the pack.

The latest arrival of its kind has to be seen to be believed. It is a package of 56 tablets of a diuretic, Baycaron, containing two calendar packs of 28 tablets each. The calendar part of the production is so flimsy that it had already suffered damage on its transit to the pharmacy. At a dosage of one tablet daily, each inset would provide a month's treatment, but I just cannot visualise the condition of the pack after twenty-eight separate "press-downs." There is enclosed a leaflet stating that the calendar pack has been designed to help patients to take the correct dose regularly, and there follows a diagram which looks like a plan for assembling a do-it-yourself hi-fi or the control panel of an electric power station.

### VAT

The inconsistencies of purchase tax were for long a source of innocent merriment to certain members of Parliament, for they provided a never-ending stream of pointed questions to which there were no answers. A simple, straightforward value-added tax would, we were assured, simplify everything and remove the anomalies we had endured for thirty years.

Confectionery, for example, no longer bears a tax, though colostomy appliances are subject to 10 per cent. There must be a very good reason, just as there must be in the case of the three-year-old who is now forbidden to sit up nicely at table and eat her potato crisps where they were purchased—where, in fact, she had eaten them on previous shopping expeditions. "But why, Mummy?" she asked, and keeps on asking. Mummy could not answer the simple question. I am sure the Chancellor of the Exchequer could explain to her entire satisfaction.

Scott, managing director UK industrial division, has been appointed regional managing director, Far East and Australasia. Mr P. C. Knee, a director of the industrial division, succeeds Mr J. C. Scott.

**Lilia-White (Sales) Ltd:** Mr J. Laming has taken over full responsibility for the com-

pany's entire sales force as well as the Towel Profit Centre.

**Sancella Ltd:** Mr N. W. Wright, who joined the company 18 months ago as a regional sales manager, becomes major accounts manager. Mr M. Beer replaces Mr Wright as regional sales manager for London.



# Company News

## Sancella sold to another Swedish concern

Following negotiations between the two Swedish companies, Svenska Cellulosa AB and Molnlycke AB, Svenska Cellulosa have relinquished their interest in Sancella Ltd for 85,000 "B" shares in Molnlycke AB.

Mr V. R. Baylis, managing director, Sancella Ltd states: "This move enables SCA to concentrate on its major activities of producing material and resources relevant to the forestry industry whilst at the same time, maintaining through its shareholding in Molnlycke a considerable interest in the marketing of consumer hygiene products. Molnlycke benefit by acquiring an established base in the UK from which they can utilise and exploit their expertise in the manufacture and marketing of disposable baby napkins, sanitary hygiene towels, toiletries and related products."

Provision has been made at the manufacturing site at Morpeth to enable Sancella's existing factory to be extended to house new plant to cope with the new products. The board of Sancella is to be reformed but Mr V. R. Baylis will remain as managing director and no change to the current senior management is envisaged.

## Drug and cosmetic shipments by air

The number of drug and cosmetic shipments carried by Emery Air Freight Corporation during 1972 rose by 69 per cent to a record total of 30,967 individual shipments. This commodity group accounted for £400,000 in revenues, a gain of 18 per cent over the 1971 drug and cosmetic commodity revenue figure.

Although the figures are for one company only, Emery point out that their returns reflect trends in the drugs and cosmetics industries as a whole.

## Boots £3.5m project for tablet production

Boots Co Ltd have placed an order for the construction of a factory on their West Nottingham site in which they intend to concentrate production of their tablets.

The £3.5m contract awarded to John

Laing Construction covers the design and construction of a highly specialised building with ground floor production and packing facilities. Laboratories, offices, staff amenities and extensive electrical and mechanical services are situated at mezzanine and first floor levels over the packing hall. The location of the building, 165 metres long and 115 metres wide, is on the north-west side of the site and adjacent to the existing pharmaceutical factories. Site work has commenced and the project should be completed within a period of 20 months.

The new factory is the first building that Boots have constructed specifically for one type of pharmaceutical product and will facilitate the concentration of tablet production from existing factories on the Beeston site, Airdrie and Basingstoke.

## Kodak's 1972 sales reach nearly £100m

Sales by Kodak Ltd and its subsidiaries increased by 11.7 per cent to £98.5m in the year ended October 29, 1972. At £21.16m earnings before tax rose by 8.2 per cent whilst after tax earnings attributable to shareholders in the company totalled £13.57m-11.6 per cent higher than in 1971.

In a report to Kodak employees Mr F. J. Moorfoot, chairman and managing director, is optimistic about 1973. Given no further unforeseen developments with regard to the country's economic situation, he believes that it should be a record year with the company set fair to break the £100m sales barrier.

"In recent years my brief introductory comments on the state of the national economy have inevitably highlighted major problems and 1972 was no exception. After hopes early in the year that inflationary pressures were easing—and I should remind you that the Company participated fully in the Confederation of British Industries' price restraint initiatives—the wage/price spiral accelerated again and resulted in a Governmental policy of "freeze" with a rigorous programme of controls now following in the next phase.

Investment in new facilities in 1972 amounted to £5.8m—against which it is estimated that Government industrial grants totalling £67,000 will be received.

Included in this investment was the completion of the Marketing Education Centre; new production facilities for dyes and couplers at Kirkby; tools for the manufacture of pocket "Instamatic" cameras at Stevenage; and the start up of work on the extension to the Research Laboratory at Harrow. Capital expenditure of about £8m is planned for 1973.

## Fisons Pharmaceuticals expand in US

Fisons Ltd and Cooper Laboratories Inc. (a US pharmaceutical company specialising in "ethical" pharmaceutical and dental products) announced this week that they are undertaking to develop and secure regulatory approval for an ophthalmic product based on cromolyn sodium. Cooper and Fisons each plan to distribute such a product in a number of countries throughout the world, including the US.

Fisons have purchased from Cooper the worldwide rights for certain laxative, oral haematinic and analgesic products currently sold by Cooper under the brand names, Kondremul, Vitron C, Vitron C Plus, Persistan, Paloran and Ergomar for approximately \$8m. The acquired products will be sold in North America through Fisons subsidiaries, Fisons Corporation, Bedford, Mass, and Fisons (Canada) Ltd, Toronto, Ontario. Elsewhere throughout the world the products will be distributed through Fisons Ltd existing outlets.

## Changes at Associated British Maltsters

Associated British Maltsters Ltd are forming A.B.M. Chemical Ltd, from July 1. This company will be the operating subsidiary for A.B.M.'s chemical interests in the UK, namely A.B.M. Industrial Products Ltd, Glovers (Chemicals) Ltd and Chemical Compounds Ltd, and from that date these companies will trade exclusively under the new name.

The company will have two operational divisions: biochemical division covering the manufacture and sale of industrial enzymes, malt extract, malt flour and brewing auxiliaries and general chemicals.

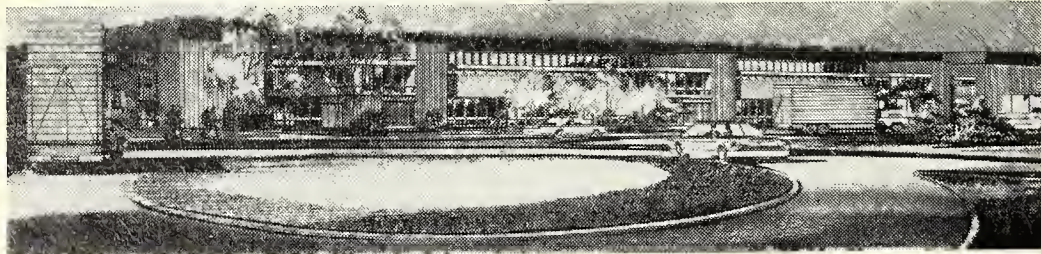
The head office of the new company will be at Unity Mills, Poleacre Lane, Woodley, Stockport, Ches, and also the marketing departments of both divisions. Technical and production control of the general chemical division will be administered from Wortley Low Mills, Whitehall Road, Leeds LS12 4RF. Associated British Maltsters Ltd became a subsidiary of Dalgely Ltd in December 1972.

### Briefly

**William Ransom & Son Ltd.** The company's telephone is Hitchin 4575-7 and not as stated on p132 of the 1973 C&D Directory.

**Photopia International Ltd:** Turnover was a record in the year to April 30, Mr C. G. Strasser, chairman, tells shareholders. Sales expanded by more than 80 per cent to £3.3m.

**Down Bros and Mayer Phelps Ltd** increased their group profit from £813,971 to £920,953 for 1972 before tax. A final dividend of 12 per cent net, equal to 17.1 per cent gross, makes a gross equivalent total of 27.1 per cent, against a forecast of 27 per cent.



Artist's impression of the new tablet factory to be built for Boots Co Ltd



# What your customers will start looking for each month.



## APOCAIRE VALUE

*Exclusive  
Brand Leader  
Promotions*

Each month your customers will look for this Apocaire sign because this sign is going to mean value.

Value approved by someone whose opinion they trust...yours.

Apocaire is a guarantee of exclusive promotions. They're national branded goods and they change every month.

Your customers will appreciate this.

Your sales will increase, your profits will increase.

And you can participate in Sangers "Points to Profit" scheme.

## APOCAIRE VALUE SANGERS

DEPOTS AT: BEDFORD, BELFAST, BOURNEMOUTH, BRIGHTON, BRISTOL, CROXLEY GREEN, EXETER, LIVERPOOL, LLANDUDNO, MAIDSTONE, MITCHAM, PLYMOUTH, READING, STAMFORD HILL, WEMBLEY.



# Trade News

## Hot water bottles—early bonus

William Freeman Ltd, Staincross, Barnsley, report lively interest in their current forward buying campaign for hot water bottles, which offers the chemist an extra bonus of 5 per cent on orders placed before the end of June for delivery by the year end. The bonus applies also to the chemist only brands with a special "Buy from your chemist" promotional slogan featured on the outer polythene bag.

Plans for national brand advertising starting early autumn and continuing through the winter months are in an advanced stage of preparation, and the main emphasis will be on the two distinct types of hot water bottle—the well known original Suba Seal safety closure bottles and the screw stopper bottles, now being marketed as a separate range under the brand name Bara.

A new hot water bottle, the Bara-therm added a fully ribbed product to the screw closure range this season, and complements a similar bottle, the established Streamline bottle in the Suba Seal range. The company state that the object of the latest addition is to give the public and the chemist the widest choice of hot water bottles at competitive prices, backed by national brand advertising and the assurance of a comprehensive guarantee.

Consistent with their policy of holding price levels, William Freeman say that despite pressure from rising labour and raw material costs during the last half year, they do not expect prices to the trade to rise significantly in the coming season.

## Family Doctor booklet

The latest publication in this series is "Know your own mind" (£0.13) by Professor H. J. Watson, professor psychiatry at Edinburgh University. The booklet is available to members through the National Pharmaceutical Union, 321 Chase Road, London, N14 6JN.

## Cow & Gate Prepared Feeds go retail

Cow & Gate Prepared Feeds, already used in over 300 British hospitals, are now being test-marketed in retail pharmacies in four areas, Bristol, Plymouth, Cardiff and Swansea.

Cow & Gate Ltd, Guildford, Surrey, say that the chief advantage of a Prepared Feed is that the mother or nurse does not have to mix the feed or sterilise the bottle. Prepared Feeds are sterilised in disposable bottles with separately packed sterilised teats.

The Feeds on retail sale are made to the same formula as reconstituted Babymilk 2. A mother will thus be able to substitute the Prepared Feed for the powder, then switch back again, without her baby noticing the difference. The new type of feed will be particularly useful when a mother first

leaves hospital with her baby, when she is away from home, on holiday or when she leaves her baby with a relative.

The cartons are clearly stamped with the expiry date. Cow & Gate Prepared Feeds are packed in cartons of six bottles (£0.45) with teats available separately.

## £30,000 for the '110'

Capital investment and staff involvement are the basis of the continued growth of Northern Associated Photofinishers (Holdings) Ltd. During the past 2 years over £300,000 has been spent on plant and equipment. The new 110 film has been responsible for a special investment of over £30,000. To involve the staff in the running of the company there is a profit sharing system. Wholesale photofinishing has always made exceptional demands on those responsible for production especially during peak periods and the company believes that staff involvement is essential. The management continuously keep in touch with developments in other countries and have just returned from a three-week visit to the US.

The company ensures a close laboratory-shop liaison by encouraging the counter staffs of their customers to see the photofinishing processes, providing specific training sessions and seminars for branch managers and counter staff and the development of special display material. At the official opening of the new "110" equipment a number of retailers were shown around the premises.

## Survey of surveys

Marketing Information Research Organisation, Breitwiesstrasse 75, CH-8135 Langnau a.A., Switzerland are publishing "The 1973 MIRO annual survey of sources and studies".

Individual surveys exist for France, Belgium, Holland, Switzerland, Germany and the UK and each contains references to sources, studies, surveys and major articles published in over 200 local and international publications. Subjects covered include medical products, baby foods, cash registers and toiletries.

The 1973 survey price is SF300, and the combined 1973 survey and 1972 volume which covers information from 1965 to 1972 is SF600, with discount for 2 or more copies.

## New sizes from Tom Caxton

Tom Caxton True Brew from Reckitt & Colman Food Division, Carrow, Norwich, who recently extended their 24 pint kit range to six flavours, are introducing additional 16 and 40 pint sizes from May 21. The move follows extensive test marketing in Yorkshire since autumn 1972, during which overall Tom Caxton sales in the area were said to be 52 per cent higher than sales achieved in 1971.

Tom Caxton 16 pint packs will be available in Best Bitter and Lager and both will cost 69p. Tom Caxton 40 pint Best Bitter and Lager packs will each retail at £1.29.

## Unichem distribute Helena

Hellane Manufacturing Co, 56 High Street, Hoddesdon, Herts, have arranged for Unichem Ltd to supply Helena baby pants, Helena panti hose and all sheer tights.

Unichem propose to sell the products nationally to chemists via their eight

regional depots. Helena now claim to supply 50 per cent of the UK baby pants market, including "own label" products such as Mothercare, Winfield, Migol, Spar and others.

## Eylure distribute Bio-facial

Eylure Ltd, Llanfrechfra Way, Cwmbran, Monmouthshire NP4 2XR, have been appointed sole distributors for Swiss Bio-facial cream for the eradication of skin blemishes.

A £60,000 advertising and promotional programme has been arranged for 1973, with advertisements in national magazines and newspapers. Sales aids include a small showcard, and an individual tube display crowner.

## Wate-On now a medicine

Dendron Ltd, 94 Rickmansworth Road, Watford, Herts, state that within the UK Wate-On products are now certified as medicines within the meaning of the Act. As a result, the products are now being price maintained.

## Amendments to lists

Winthrop Laboratories, Surbiton-upon-Thames, Surrey. Mycardol 1,000 pack will be discontinued when present stocks are exhausted.

## Name change

Pharmax Ltd, Bourne Road, Bexley, Kent, DA5 1NX, have changed the name of Benzocaine Phasar to Benzocaine Phasal.

## Discontinued

Hemosol Laboratories Ltd, 253 High Street, Eltham, London SE9 announce that Hemosol liquid and syringes have now been discontinued and that all stocks are exhausted.

## Price correction

The retail price of the Manly man's belt is now £3.35, and that of the de luxe version £4.06. Prices quoted in the advertisement in the May Price List are incorrect.

# Bonus offers

Riker Laboratories, Loughborough, Leicestershire. Intralgil Gel, 13 invoiced as 12.

A. J. Box & Drivers Ltd, Powerscroft Road, Footscray, Sidcup, Kent DA14 5EG. Enterosan, 14 invoiced as 12 until June 30.

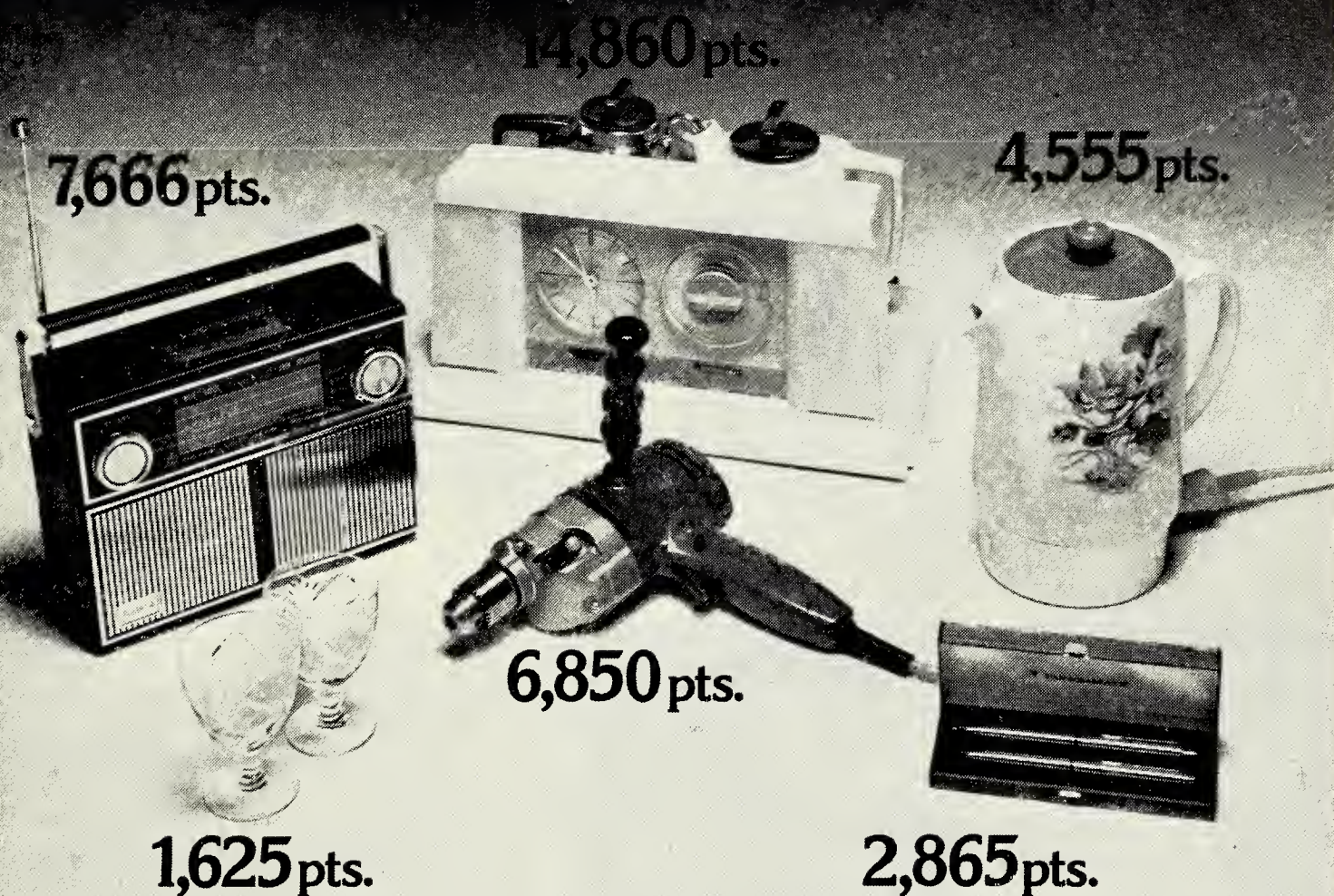
Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex. Frador/Fradojel display unit, 12 invoiced as 9, until June 29.

NPU Marketing Ltd, 321 Chase Road, London N14 6JN. 4 x 16's Nu-Soft pocket tissues given free with every case ordered of Variety Tissues, Jumbo 4 Toilet Tissue, Giant 2 Toilet Tissue, and Twin Kitchen Rolls, until May 31.

One free pack of Standard Pink Medium given with every ten packs of Standard and/or De Luxe gloves ordered, until May 31. Until May 31 a discount of 5 per cent will be given on orders for two scales and 10 per cent on four scales.



# Why you should have Apocaire exclusive promotions on display each month.



Each product featured in Apocaire's monthly promotion carries a value. A points value.

You accumulate these points to exchange for items from a superb range of gifts.

By displaying the Apocaire promotions, your customers will appreciate the effort you are making to give them value for money.

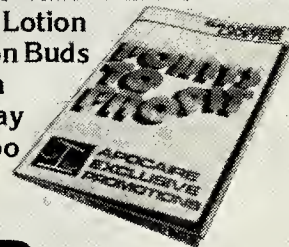
Your sales will increase. Your

profits will increase.

And you will rapidly collect a host of gifts from the Sangers "Points to Profit" Gift Brochure.

## June Apocaire Promotions

Alka-Seltzer Badedas Vaseline Jelly  
Colgate Dental Cream Wilkinson Blades  
Johnson's Baby Lotion  
Johnson's Cotton Buds  
Kleenex for Men  
Sunsilk Hairspray  
Sunsilk Shampoo



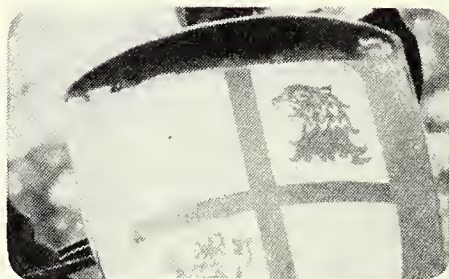
**APOCAIRE VALUE**  
**SANGERS**

DEPOTS AT: BEDFORD, BELFAST, BOURNEMOUTH, BRIGHTON, BRISTOL, CROXLEY GREEN, EXETER, LIVERPOOL, LLANDUDNO, MAIDSTONE, MITCHAM, PLYMOUTH, READING, STAMFORD HILL, WEMBLEY.



# Black Knight

**A new kind  
of hair spray  
for men-  
from  
Bristol-Myers**



Black Knight is the natural look hair spray for men. It's not sticky or greasy, and even though it's drier than others, it controls hair all day. Available in two versions, one for normal, one for difficult hair, in 180 gram aerosol cans selling at a recommended retail price of 38p each.

Black Knight will be launched in a terrific national TV campaign featuring The Black Knight. He'll be shown more than 60 times in your TV area, and over 16 million men in the country will see him.

And just to show how confident Bristol-Myers are about Black Knight, generous bonuses will be available from your Bristol-Myers salesman or your local wholesaler.





# New products and packs

## Undries

### Insect-O-Strip

The first product that the Secto Company have produced in their new factory is the Sectovap Insect-O-Strip (£0.68) which is said to provide effective control against all flying insects in addition to a large variety of crawling insects for up to four months. The new Insect-O-Strip, which covers 1,100 cubic feet room area, comes readily assembled in a plastic holder and is presented in a show box outer holding 20 units.

The new product is stated to carry attractive trade terms plus a special introduction bonus offer (Cupal Ltd, King Street, Blackburn, Lancs).

### Thermosbag launch

Thermos Ltd have introduced an insulated Thermosbag in two sizes, Standard (£2.99) and Large (£3.79). Each in two colourful patterns, the Thermosbag is designed to carry food and drink, keeping it cool and fresh for long periods. For the very best results Thermos brand Ice Packs (£0.34) are recommended by the company for use with them.

Bags are boxed in threes and colours are assorted. Ice Packs are in a convenient outer display carton holding twelve packs (Thermos Ltd, Brentwood, Essex).

### More Kiddicraft toys

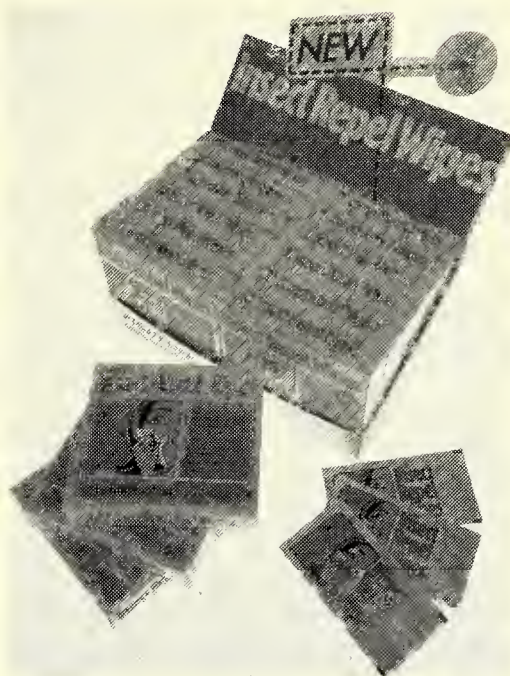
Jacquelle Sales have extended their range of Kiddicraft "Sensible" toys with Bobbin Boy (£0.45) which they describe as being more than a rattle or teether, developed to encourage wrist and hand movements and their co-ordination. The Bobbin Boy body moulding is of bright blue polythene with a head of green polystyrene on a ring of white acetal, all to BS 3443 safety standards.

The other addition to the range is Kiddicraft play mirror (£0.95) made of flexible mirror-coated PVC. Interesting distortions of the image are produced with pressure on the double-sided mirror. The red frame is of toughened polystyrene so shaped to provide a gripping edge with finger holes (Jacquelle Sales, Kitty Brewster Estate, Blyth, Northumberland).

### Addition to Elastoplast range

The Elastoplast Division of Smith & Nephew Ltd have extended their range of individually sealed moist wipes with a new product, Insect Repel Wipes, which are available in packets of ten individually sealed sachets of moist tissues impregnated with insect repellent to give protection against flies, wasps, mosquitoes and other biting and stinging insects (£0.25).

The company claim there is no unpleasant smell and say the product will dry



quickly after application to form a clear non-greasy film (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

### Full radial hairbrush

Royal Sweden have reintroduced into their range a full radial hairbrush (£1.35), ideal for blow drying. It is made of birchwood with a bristle and nylon filling, and is supplied with a free display card (Jacquelle Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

### Odour control liquid

Chironair odour control liquid has been introduced for the elimination of offensive odour associated with colostomy bags, urine bottles and bed-pans (4oz dropper bottle, 30p trade plus VAT). Chironair is not allowable on EC 10 prescription (Down Bros and Meyer & Phelps Ltd, Church Path, Mitcham, Surrey, CR4 3UE).

## Cosmetics and toiletries

### Sun deflectant cream

Innox have now introduced Kerodex 12W Total Sun Deflectant Cream (£0.44) which is described as combining the best of both the previous 11D and 12W creams into an updated formula that will cut out an even wider spectrum of the sun's harmful rays. Innox also say it is waterproof and, because it is non-tinted, will blend unobtrusively into the skin (Innox Ltd, 436 Essex Road, London N1 3PL).

### More bubble baths

Andre Philippe's range of bubble baths now includes Soldier Boy (£0.33), Daddy



Christmas and Dolly Bird Blonde. The range will shortly be increased with the introduction of Dolly Bird Brunette and Gay Hussar bubble baths (Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ).

### New White Fire

A perfume has been rebled so that it retains its fragrance even after hands are washed. Launched under the White Fire brand name on June 1 it is by J. Grossmith Ltd, now part of the Rosedale Group. The perfume, described as "a three-note perfume, a modern fruity blend with the addition of amber musks and precious woods on a predominantly mossy background," is being promoted as "costing much less than an expensive perfume." In distinctive ruby red bottle with fluted gilt cap and white lettering on gold label, White Fire is offering handbag size 3cc (£0.39), 6cc (£0.72) and 12cc (£1.32). The White Fire range is available in special bonus parcels and the Cologne mist is being promoted on a stand of six with an introductory handbag trial size (£0.55). A 50g Cologne mist tester is free in every parcel. (Distributors Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex).

### Mycil range extended

BHD Pharmaceuticals have introduced Aero-Mycil, a new over-the-counter aerosol footspray containing chlorphenesin. Attractive counter and window displays are being distributed and national advertising commences in June. Aero-Mycil is presented in a 120g aerosol (£0.39) (BDH Pharmaceuticals Ltd, Birkbeck Street, London E2).

### Black Knight hair spray

Black Knight is a new aerosol hairspray for men launched on May 14, by Bristol-Myers. According to Bristol-Myers their market research showed a high rate of dissatisfaction with men's hairdressing products cur-





Continued from p647

rently available on the market—60 per cent of men interviewed had tried a hair-dressing, but only 17 per cent were now regular users. High on the list of complaints were that current products made their hair too greasy, too sticky and gave an unnatural, artificial "patent leather" look to their hair. Bristol-Myers claim that Black Knight with its new resin formulation overcomes all these problems.

It is an aerosol can pack of 180g (£0.38) upon which is stamped the Black Knight crest, an heraldic shield, in silver for normal hair and gold for difficult hair. It is to be packed in special display shippers to hold 12 cans—six of each of the two formulations.

### Morning Glory

Bronnley have added Morning Glory fragrance to their range of Turtle Oil toiletries. The Morning Glory products are Bubble Bath (£0.59, £0.42), After Bath Cologne (£0.55), Hand & Body Lotion (£0.47½, £0.35), Talcum Powder (£0.38, £0.26½) and Soap (£0.22, £0.14).

The scent is basically flowery with notes of blue lilac, lavender, rose geranium, ylang-ylang, plus rosewood, sandalwood, patchouli and smoky oakmoss.

Morning Glory is known as Heavenly Blue, and this is the colour motif of Morning Glory range (H. Bronnley & Co Ltd, 10 Conduit Street, London W1).

### New nail colours

Leichner have added six more shades called Nail Sweeties to their range of Nail Gloss. These new colours are numbered from 11 to 16 inclusive and will be available from mid-May (Leichner, 436 Essex Road, London, N1).

### Redskin Relief

Two newcomers from Mary Quant to promote an even suntan are Sunshine Oil (£0.81) and Redskin Relief (£0.81). Sunshine Oil is a light oil which is sprayed on

the body, claimed "to leave the skin silky soft and ready to tan". Redskin Relief is a cooling foam meant to soothe and moisturise sunburnt skin and help prevent peeling.

Mary Quant have also added four new shades to their range of nail polishes. Called Naughty Nails, the new shades are Sultry Sapphire, Evil Emerald, Forever Amber and Tempting Turquoise, available from the end of May.

Also from the company are three new styles of false lashes to give a "more natural look". All made with real hair, and in a choice of brown or black, these new styles are Feather Softs, Super Softs and Lower Softies (Myram Picker Ltd, Hook Rise, South Surbiton, Surrey KT6 7LU).

### Successor to Cachet

Chesebrough-Pond personnel recently attended a conference in Jersey to discuss the launch of the new fragrance from Prince Matchabelli. Windsong. The "new" perfume has been among the top five perfumes in the United States for over 10 years.

Described as a classic fragrance, Windsong is said to be slightly more romantic than Cachet and should therefore appeal to a much wider age group. The packaging has been specially created for the UK market while the bottle has an unusual curved "serpentine" shape.

Windsong will be launched in September. International television advertising breaks in October and continues till December. Point-of-sale material will be available plus attractive merchandiser and exclusive UK agency franchise (Prince Matchabelli, Victoria Road, Willesden, London NW10).

### Horticulture

#### Sun-ray protection

Coolglass is described by its makers, PBI, as the "unique, brush-on, wipe-off, weather-proof greenhouse shading". Heavy rain or heat should not affect it but when required the covering can be easily removed by wiping with a duster.

In two sizes—to cover 500sq ft £0.80; and 125sq ft, £0.25 (Pan-Britannica Industries Ltd, Britannica House, Waltham Cross, Herts).

### Veterinary

#### Shaw's new range

Eight new lines were recently added to the product range of Shaws Veterinary Chemists Ltd. These products are: Yeast with Sulphur conditioning tablets; Oilated Coat Dressing aerosol spray; Parapet new formula insecticidal aerosol spray; Herbal Creme Shampoo; Cough and Cold Mixture 80ml bottle; Magnesia Plus stomach mixture, 80ml bottle; Eczema and Skin Lotion 80ml bottle; Erliworm worming treatment, 30ml size (Shaws Veterinary Chemists Ltd, 50 Weston Road, Aston Clinton, Aylesbury, Bucks).

### Cattle and sheep wormer

A new anthelmintic oral drench, Triban (20fl oz, £1.88; 1 gallon, £13.88) has been introduced by Crown chemical. Triban is methyl 5-butyl-2-benzimidazole carbonate 4 per cent, and is indicated for the destruction of adult and immature worms and

worm eggs in sheep and cattle. Dosage is dependent on liveweight and ranges from 1fl oz to 6fl oz in cattle and ½fl oz to 1fl oz in sheep, at intervals depending on the severity of infection. Triban is not suitable for lactating cattle producing milk for human consumption (Crown Chemical Company Ltd, Lamberhurst, Kent).

## Prescription specialities

### ILIADIN—MINI

Manufacturer E. Merck Ltd, Wokingham, Berks

**Description** Colourless, aqueous, buffered solution of oxymetazoline hydrochloride 0.05 per cent w/v in polythene unit-dose packs containing 0.3ml

**Indications** Nasal congestion associated with allergic and infectious disorders of the upper respiratory tract

**Method of use** Instil half the contents of one unit dose into each nostril. Repeat every 6-8 hours if necessary

**Precautions** Excessive use may cause reactive hyperaemia

**Storage** In a cool, dry place

**Packs** 10 units (£0.25 trade), 20 units (£0.44 trade)

**Issued** May 1973

### SILDERM cream

Manufacturer Lederle Laboratories, Fareham Road, Gosport, Hants PO13 0AS

**Description** Each gram contains triamcinolone acetonide 1mg, neomycin sulphate 3.5mg, undecylenic acid 25mg with methylparaben 0.16 per cent and 0.04 per cent propylparaben as preservatives

**Indications** Bacterial and mycotic infections of the skin including athlete's foot, acne, eczema, psoriasis and dermatitis

**Contraindications** Tuberculosis of the skin, viral exanthemas, herpes simplex, smallpox vaccination reactions, hypersensitivity to any of the components. Should not be used in the eyes, or in ears with a perforated tympanic membrane

**Method of use** Apply three or four times daily

**Precautions** Withdraw treatment if superinfection occurs. Should not be used extensively in early pregnancy. Long term continuous therapy should be avoided in infants

**Side effects** Neomycin occasionally causes localised skin sensitisation. Systemic steroid absorption may occur if used over large areas or for prolonged periods, especially under occlusive dressings. Localised atrophy and striae, miliaria, folliculitis and pyoderma have been reported after use under occlusion

**Storage** In a cool place in the original pack or in containers with complete closure

**Dispensing diluent** Dilution not recommended

**Packs** 15g tube (£0.58 trade), 30g tube (£1.07 trade)

**Supply restrictions** P1, TSA

**Issued** May 1973



# **How can two anti-perspirants claim to be brand leader?**



# Promotions

## Beecham backing for deodorants

The Body Mist deodorant promotion is one of the many current consumer offers from Beecham and applies to both the four and the six ounce aerosols. The 50 per cent "extra value" offer is emphasised by a yellow "flash" across the Body Mist packs, and Beecham are supplying a range of point-of-sale material to suit all types of outlets.

Their Cool is the subject of a "double value" consumer promotion on the 4oz aerosol, again underlined by a pack "flash" to provide maximum impact. The square-sectioned Cool roll-on, benefits from a similar "Buy a roll-on get a refill free" offer.

Cool was also the subject of a presentation on London Week-End Television and Southern Television on Sunday, May 13. The whole 11.57 am break was given over to the screening of all five commercials for Cool's 1973 campaign as a preview for retailers in the area in order to demonstrate the weight and impact of the 1973 Cool campaign. Beecham will be spending over £200,000 on Cool between May and September.

A press advertising campaign for the Body Mist product is aimed at no less than 18½ million women. These full-page colour advertisements will appear in the popular women's journals and Beecham will be spending approximately £250,000 in advertising backing.

Cool Foot, their new deodorant/refreshers has a new pack design and is being offered with an attractive "5p off" the recommended price, backed by a strong advertising campaign (Beecham Toiletries Division, Brentford, Middlesex).

## Pharmacists win holiday

Judges of the Vicks "Millionaire's Passport" competition included the racing driver, Ronnie Petersen, his wife (a pharmacist) and members of Vicks' advertising agency. Prize winners were John Davis, Wiveliscombe, near Taunton, Somerset, and Eric Black, Liverpool.

Both Mr Davis and his wife, and Mr Black and his wife win the "millionaire's holiday" which consists of one week's holiday beginning with a first class champagne flight to France, where they pick up their chartered luxury yacht complete with crew, to cruise the Mediterranean (Richardson-Merrell Ltd, 20 Savile Row, London W1X 1AE).

## Zodiac contest

Special Zodiac offers plus the chance to win a £150 gold zodiac bracelet or mystical zodiac ball are being offered to purchasers of Reckitt & Colman's Hold & Shine hair-spray during the next 12 months. They will be offered four chances to win the bracelet

or 25 consolation prizes of the zodiac ball for the on-pack offer runs over four different periods. These close on September 30, 1973, December 31, 1973, March 31, 1974 and June 30, 1974.

An accompanying special offer takes the form of a fortune telling kit which includes guide lines, birth chart discs, zodiac calendar, aspect finder and birthplace map, which normally retails at 75p. To Hold & Shine customers it is being offered at 31p plus one label from the product. There is also the chance of a personal horoscope for 55p with one Hold & Shine label instead of the normal price of £2.00. The special offer labels are separate from the competition entry label (Reckitt & Colman Toiletries, Dansom Lane, Hull HU8 7D8).

## Yardley use television

Over 100 30-second spots, which commenced on May 7, and featuring new Cool Creams for eyes will be running during a period of 4 weeks. This commercial, appearing nationally on all channels, features Cool Creams in new shades of fresh colours, in circular, black pots. In colour, the commercial opens with a pretty girl approaching the camera with the voice saying—"Wake up your looks with Cool Creams." She dances to the background music while she makes up her eyes for the arrival of her boyfriend (Yardley of London Ltd, 33 Old Bond Street, London W1).

## Consumer offers

8p off each Summer Blonde hair lightener (Clairol Division of Bristol Mayers, Stamford House, Langley, Bucks).

Free sew-on badge with each purchase of a Jellybabies product, until September 29 (Mary Quant, Hook Rise, Surbiton, Surrey).

## New Ostermilk head board

An attractive new head board (HD 705) which slots into the existing orange and black floor unit (HD 609), is the latest point-of-sale item for Ostermilk Two. The unit itself holds 48 packets.



## Vapona draw session

Among the early chemist winners of places on the Vapona Bermuda special which leaves London on November 9 for a long weekend were Mr D. L. Norris, Lees, Oldham; J. C. and G. A. Tims, Little Hulton, Lancs; J. Fraser, Invergordon, Ross-shire and Harold Davies, Rhymney, Wales.

The draw for the first 11 Vapona dealers took place in London this week and further draw sessions will be held in early June, July and August.

The first draw was carried out by Arthur Wright, editor of *Chemist & Druggist* (see picture above).

## on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

**Alberto Balsam creme rinse and conditioner:** Ln, Y, Sc, So, NE

**Alberto VO5 hairspray:** Ln, Y, Sc, So, NE

**Anadin:** All except E

**Bisodol:** M, Y, Sc, WW, So, NE

**Close Up:** All areas

**Crest toothpaste:** Y

**Cool:** All areas

**Anne French deep cleansing milk:** Ln

**Head and Shoulders:** Ln, M, Lc, Sc, WW, A, We, B, G, CI

**Immac:** All except Y, E

**Kodak:** All areas

**Limmits:** Sc, NE, We, B, G, CI

**Maybelline Great Lash mascara:** Ln, So

**Macleans Freshmint:** Y, WW

**Nutriplan:** All except E

**Phensic:** All except E

**Shield:** All except E

**Signal:** All except E

**SR:** All except E

**Sunsilk setting lotion:** All except E

**Sure:** All except E

**Three Wishes:** So

**Vaseline Balanced Care shampoo:** All areas

**Weleda:** So





## Here's how.

Now Sure is brand leader in the big anti-perspirant market thanks to new Blue Mountain and Cool Pink. It's not our claim, but the result of an independent consumer survey just completed.

To keep us all at number one in sales and profits we're strengthening this Sure demand by running the most dramatic anti-perspirant commercials ever.

Don't get caught with your stocks down this summer. Order more Sure now – it won't let you down.



Elida Gibbs Ltd  
The Brand Builders



# Polaroid will be riding into n





# lions of homes this spring.



When you spend as much money as we're spending on peak time television, you know your message is reaching millions of people.

But reaching people doesn't mean much unless you capture their attention.

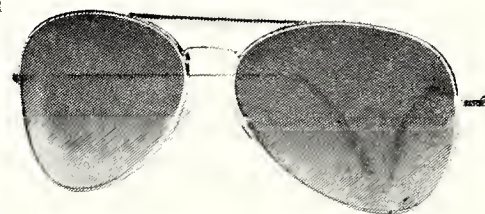
This bicycle racer will be doing just that when he rides into homes this spring demonstrating the advantages of Polaroid sunglasses.

Of course, he has a great product to demonstrate.

Polaroid sunglasses can eliminate up to 99% of reflected glare, while regular sunglasses only darken this glare. They're scratch and shatter resistant. They absorb up to 96% of ultraviolet rays. And the lenses are made with a seven-layer construction.

As if that's not enough, they're also available in a wide range of good looking styles.

All you have to worry about is having enough stock on hand to handle the sales.



## Polaroid Sunglasses



# The brand leader's looking better than ever.



**The latest IPC figures put Femfresh way out  
in front as the brand leader with 38.1%\* of the market.**

But even brand leaders can't rest on their laurels.  
So we've given Femfresh trendy new packs. Beautiful  
new perfumes. And a bigger-than-ever advertising  
campaign this year.

This is the formula for success that will increase the  
brand leader's share of the market—and your sales.  
Femfresh is all dressed up and ready to go.  
Are you all stocked up and ready to go?

(\*I.P.C. Survey February 1973.)

## Femfresh. All dressed up to go.



# Comment

## Professional future

The "professionalism" of continental pharmacy has been taken so much for granted, that many British pharmacists look upon it with envy. They saw in it their salvation, as the UK entered the European Community.

But is the professionalism always what it seems when viewed through rose-tinted windows by the British pharmacists look upon it with envy. They saw in it their or the personal view of French pharmacy recorded by Miss Carmen Morgan (see p658) during her Franco-British Scholarship presents a somewhat different picture.

Miss Morgan has only recently reached the register, she is bilingual, and her views must therefore be given due regard as possibly reflecting opinion among the future generation of pharmacists. And that view is that there are professional shortcomings on the continent.

Among the criticisms she makes is the use of original pack dispensing, complete with dosage instruction by means of package insert. This is at a time when the essential role of the pharmacist in ensuring that medication instructions are understood is becoming increasingly recognised in Britain and the USA.

Miss Morgan also discovered what she regarded as a lack of proper professional supervision in some pharmacies. Again, in Britain there is growing awareness that the responsibilities of supervision placed upon the pharmacist by Parliament are basic—and cannot be deputed or withdrawn either in relation to professional conscience or within the law. Indeed Mr W. A. Beanland, in an open question to the Society's

Council (p657), has suggested that the time is ripe to spell out the meaning of supervision.

We have recorded previously the preference in some continental countries for extemporaneous dispensing—powders rammed into gelatin capsules, with all their attendant disintegration and dispersal uncertainties, rather than the issue of a standardised proprietary tablet, for example.

Professionalism is also manifest as a desire to test the authenticity of every bottle of ingredient entering the pharmacy—not its quality, however, that has to be left to the central laboratories. In Britain we rely on the manufacturer's control, the various testing schemes—and the courts.

Also adding to the continental pharmacist's prestige is the length of his course of study. But by our standards, the course is often virtually "part time", and as was said recently when this subject was raised: "Of course they take seven years—they *need* seven years!"

Of course we must envy the continental profession its ability to earn a living from pharmacy (though that doesn't stop many profiting from their beauty store next door). But there are signs that sometimes the profession in Europe is too concerned with practising the "profession" for its own sake.

The British pharmacist has by tradition, and of need, to think first of serving the public—the patient. It is in that direction that the future must continue to lie, lest technology should make the "traditional" profession redundant.

# Letters

## Irish Union—the cost

May I be permitted, through the good offices of your journal, to draw the attention of all Irish pharmacists to the invidious position facing them in the near future.

After a protracted and laborious gestation period (forgive the pun) the Irish Pharmaceutical Union has come to term and will present pharmacists with yet another mouth to feed. In my view the insatiable appetites of our three dependants—the Pharmaceutical Society, the Pharmaceutical Contractors Committee, and now the Pharmaceutical Union will shock many pharmacists into realising that their resources cannot stretch to meet this extra hand in the till that feeds it. The only solution it seems, is to have one of them adopted.

This may not be as unreasonable as it sounds. There will probably be in excess of five million prescriptions dispensed through the GMS for 1973. Every contractor has 0.2p deducted from every prescription dispensed which should give the Contractors Committee in excess of £10,000 per annum.

The new union, however, has to have

capital to function, and in my view one of these functions would of necessity include negotiating with Government Departments (their negotiating licence would be a very expensive luxury if it was not put to some use). The existence of two organisations is divisive and is tantamount to buying a dog and barking yourself.

It would therefore appear logical that all contractors, who will be asked to heavily subsidise both the Union and the Contractors Committee, should opt for one or the other to execute their affairs. It would also appear logical that if the obvious choice of the Union was agreed the £10,000+ per annum then due to the Union should lessen somewhat the financial burden of Union membership on all contracting pharmacists.

**W. J. Butler**  
Blackrock, co Dublin

## Part of the union

May I heartily endorse the feelings of N. Buckley in his letter last week.

Prescription writing used to be an acquired art. It has now degenerated into a veritable shambles and we, with no support from any quarter, are left to make the best of a very bad job.

We do not get, and no longer expect, any active help from Bloomsbury Square.

But there is a very powerful trade union to which all members can belong (I do)—A.S.T.M.S. This union has strong membership within the pharmaceutical industry—members of the Pharmaceutical Society included. It is high time that Society members in retail pharmacy gave serious thought to seeking protection within this union.

**Corsair**

## Free films—again

We have just received a consignment of "Kleenex tissues for men" from our local wholesaler, complete with a free colour film offer! Do Messrs Kimberly-Clark think we are so naive? By selling a packet of their merchandise, we deprive ourselves of the sale of a film and possibly the developing and printing.

What benefit Kimberly-Clark get out of the "deal" is beyond me. Surely the time has come for these big companies to force these free film "friends" to compete in an open market on their own merits. I think they could be called parasites and overall image they give their hosts is cheap to say the least.

The answer, as far as we chemists are concerned, lies with promoting our own brands, ie NPU, exclusively to the obvious detriment of Messrs Kimberly-Clark.

**J. F. Mullan**  
Enniskillen, N. Ireland



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And there's **a generous bonus** available for retailers. Get the

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So stock up with Saxin.  
And show a big profit.





# Professional News

Pharmaceutical Society of Great Britain

## Council discusses preregistration experience in industry

Concern over the reduction in the number of graduates undertaking periods of preregistration experience in industry was expressed at a Council meeting of the Pharmaceutical Society last week.

Discussing the Education Committee report it was noted that the effect of the new regulations on preregistration experience as they affected the pharmaceutical industry had been discussed at a meeting of the Industrial Pharmacists' Group the previous week. So far as pharmacists who had completed postgraduate studies or research were concerned, there was no problem arising from their attitudes to seeking industrial positions. The main difficulty appeared to occur at the point of graduation. It was felt that the question of recruitment of pharmacists into industry was a matter for urgent consideration.

So far as the preregistration view was concerned it was considered that the situation would be helped if more hospitals could be encouraged to enter into arrangements with industrial establishments whereby graduates would undertake six months experience in each. It was recommended that the possibility of increasing the number of hospital/industry preregistration experience arrangements could be discussed with regional pharmacists and that the industrial practice subcommittee should be asked to consider the whole question of the recruitment of pharmacists into industry.

When the Manpower Committee had considered the analysis of the preregistration experience of pharmacy students who had graduated in 1972, compared with previous years, it was noted that over the past seven years the number of hospital trainees had trebled. The proportion obtaining their experience in private general practice, however, had fallen from 15 per cent to 10 per cent. The regulations introduced in 1972 seemed to have reduced the attractiveness of training in industry during the first full year of their operation. The comment was made that a graduate could only now be accepted for preregistration experience in industry if a hospital or general practice pharmacy was prepared to take him or her for a six-month period. However the year under review was the first in which the new regulations had been in operation and that many of the problems might be overcome in time.

The Department of Health had invited the Pharmaceutical Society (with certain other national bodies) to make recom-

mendations for membership of the new regional and area health authorities in England, it was reported at the Organisation Committee. The Society's regions and branches had been asked to submit recommendations for consideration by the Council at its June meeting.

The request of the British Pharmaceutical Students' Association executive that two of its members should attend the 1973 British Pharmaceutical Conference, with expenses provided on the same basis as branch representatives, was granted.

A number of matters arising from the proposed management arrangements under the revised National Health Service structure were discussed by the Practice Committee. Such matters as the job description for the regional pharmaceutical officer, area pharmaceutical officer, area pharmacist and district pharmaceutical officer were discussed, as was the constitution of area and regional pharmaceutical committees.

It was reported that an amendment tabled by Mr Eric Ogden, MP, designed

to increase the pharmaceutical representation on family practitioner committees, had been discussed by the House of Commons Standing Committee on May 8. The amendment had been supported by several opposition MPs and one from the Government side. However, the Government had not been prepared to accept the amendment. Mr Michael Allison, for the Government, had made the point that the number of chemist contractors was falling whereas the number of dentists under contract to the NHS was increasing.

Correspondence between the Pharmaceutical Society and the Leeds coroner following an inquest on the death of a 13-week-old child from an overdose of Tricloryl syrup was discussed. The coroner had pointed out that the jury, which had brought in a verdict of accidental death, had added a rider that "in future all containers of this nature should bear a note of warning on the label pointing out the danger of exceeding the prescribed dose, and also, that it would be of some advantage if a 2.5ml spoon was issued with the prescription rather than the 5ml". The view of the general practice subcommittee, which was that the main need was for a campaign to emphasise to the public that the prescribed dose of any medicine should not be exceeded, was endorsed.

A question submitted by Mr Beanland regarding supervision of technicians and unqualified assistants was submitted to the standing committees for consideration. The question was: "In view of the evidence of technicians and unqualified assistants being used in both hospitals and general practice with inadequate or complete absence of qualified supervision, should not Council examine again the question of supervision in all fields of practice and prepare guidelines for publication?"

## Liverpool Association in danger of folding

The Liverpool Chemists' Association will cease to exist in a few years unless there are more enrolments, said Mr M. A. Cooper speaking at the annual meeting at the Adelphi Hotel, Liverpool, May 8. Present membership of the Association was only about 35, including five student members. An announcement in the Association's News Letter will invite pharmacists and students to become members. The LCA meeting was followed by the annual meeting of Liverpool branch of the Pharmaceutical Society, Mr A. W. Newberry presided.

Mr A. L. Saul said that as long as the LCA had funds it could do things which the branch could not do with its funds, for instance, the branch could not make payments for the delegates' expenses to the Merseyside Council on Drug Taking. Mr O. C. Roberts, treasurer, said he did not think members would agree to increase their subscriptions to the LCA from £0.75 to £1.

Mr R. Nigel Bullen, secretary, reviewed the year's activities of the Association and branch. Attendance at meetings had shown an improvement. The Merseyside and North Western Region annual conference had been postponed from February to May

20; the subject would be "How safe are medicines?"

Referring to branch personalities, Mr Bullen said that Mrs E. Leigh was a most active member of the Council of the Society, lecturing and visiting branches throughout the country. Mr W. G. Fowler was now treasurer of the Merseyside Council on Drug Taking. Mr A. L. Saul served on the South Liverpool HMC and on the Liverpool Executive Council. Mr J. C. Leigh was an executive member of the NPU. Mr R. Clitherow was treasurer of the regional committee.

Congratulations were extended to Mr W. G. Fowler and to Miss E. M. Hurst, chief pharmacist St Helens General Hospital, both of whom had been designated FPS.

## New officers

**Liverpool Branch, Pharmaceutical Society, and Chemists' Association:** Chairman and president, Mrs E. Leigh; vice-chairman, vice-president and secretary, A. W. Newberry; treasurer, O. C. Roberts.

**Enfield Branch, Pharmaceutical Society, and Pharmacists' Association:** Chairman and president, Mrs D. A. Wade; vice-chairman, Mr A. G. Garrett; treasurer, Mr R. E. Salmon, social secretary, Mr D. J. Kay; secretary, Mr F. R. Bayford, 21 Canonbury Road, Enfield, Middlesex.



# A PERSONAL VIEW OF FRENCH PHARMACY

Retail pharmacy in France appears to be less professional than its British counterpart said Miss Carmen Morgan last week. Speaking of her experiences as this year's recipient of the Franco-British Pharmaceutical Commission to a meeting of the Society's West Metropolitan branch, she said that dispensing consists mainly of handing out "original packs" with the price fixed by the manufacturer and the dispensing fee fixed by the state. Sometimes a simple entry needs to be made into the prescription book. The manufacturer's pack is labelled with details of price, prescription, and record requirements. No labels need be affixed to the dispensed pack as the patient retains the original prescription and either reads the directions from that or from the manufacturer's insert. A number of pills and cachets are prepared to fill prescriptions, usually by crushing tablets and triturating them.

Legal requirements differ from those in the UK. Selsun shampoo is available on prescription only, but Mystecilin and Nystan are on free sale, she stated. Dispensers are allowed to be left in charge of shops in the absence of the pharmacist. Cosmetics and perfumes and general goods are sold in the pharmacies. Miss Morgan said that she had worked in one pharmacy where the daily takings were more than £1,000.

The French are very health conscious. The patient usually judges a doctor by the number of items he prescribes—"the more items, the better the doctor". Miss Morgan remembered one unemployed man handing over £65 for his prescription. (Under the Sécurité Sociale—the French Health Service—the patient pays the full cost of the prescription and is reimbursed in part later.)

## Hospital practice

In a hospital pharmacy there is generally a chief pharmacist, a number of other pharmacists, and also a few interns who are qualified but are not registered and hold this "scholarship" position for a few years. The pharmacists are involved to a considerable degree in biological testing, said Miss Morgan, and they often left the dispensing and query answering to the non-pharmacist dispensers. There is no ward pharmacy, and when tablets are delivered to the ward they are put into drawers marked only with the name of the tablet.

The pharmacist in industry is involved in every stage of manufacture and distribution of drugs. The biggest distribution system is that run by the state-owned Pharmacie Centrale which delivers to hospitals weekly. Miss Morgan stated that it also undertakes research into production techniques and negotiates lower prices with manufacturers based on the research findings. One result of the activity, she said, is that perfusion sets are now made

in prisons, thereby producing the same quality product with much reduced labour costs.

The main pharmaceutical organisation in France is the Ordre des Pharmaciens. It is not organised on a branch system, but has divisional representatives. There are no council elections such as in Britain, Miss Morgan said, and the organisation does not improve liaison between pharmacists, so making it difficult for any individual to initiate changes in the system. However, it possesses the power to restrict what pharmacies sell, eg no photographic equipment or films. Four registers are kept and the annual fee is about £25.

She pointed out that entry into the pharmacy schools cannot be restricted, result-

ing in large classes and general dissatisfaction by staff and students. The professors are often afraid of the students who have the power to exclude the lecturer from the room if he said anything that they consider objectionable. Only about 1,000 of 3,400 pharmacy graduates last year found employment in pharmacy.

Pharmacists in France are respected members of the community, and a number of them are in parliament. Miss Morgan commented that their salaries are very much higher than those of their British counterparts. For that reason, she thought, there would be no "in-rush" of French pharmacists into Britain. She also said that although there is a limitation on French pharmacies, "they seem to be everywhere".

## A disc to identify interactions

A drug disc designed to alert doctors to the possibility of drug interactions is described in last week's *Lancet*.

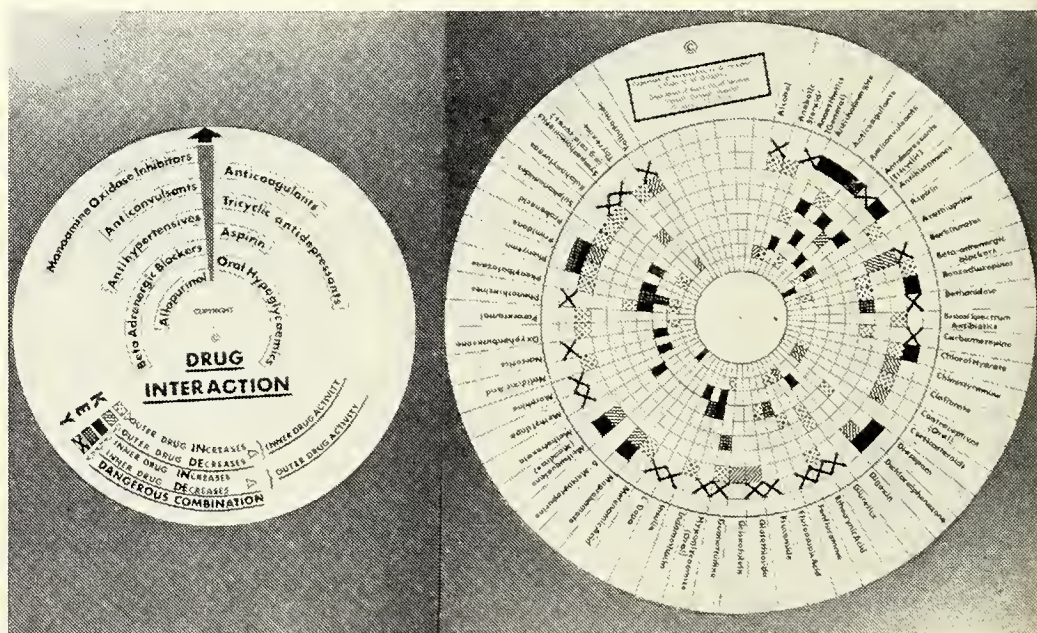
The system, which accommodates 116 interactions, consists of two discs. The larger one has 57 commonly prescribed drugs listed alphabetically around the periphery. Rotating above this is a smaller disc listing two drugs (aspirin and allopurinol) and seven groups of drugs (monoamine-oxidase inhibitors, anticoagulants, tricyclic antidepressants, anticonvulsants, antihypertensives, oral hypoglycaemics and  $\beta$  adrenergic blockers), all of which are frequently implicated in drug interactions.

Interactions are classified as an increase or decrease in drug activity, or, in the case

of most monoamine-oxidase inhibitor interactions, as "dangerous combination" although the authors stress that all potential interactions should be regarded as dangerous. The top disc is slit so that the relevant symbols marked on the disc below are revealed when the top disc is rotated.

Dr Brian Whiting, who has helped to develop the device at the Department of audio-visual services, Stobhill General Hospital, Glasgow, said that he is hoping for an offer to market it in a more durable form, preferably via a government department; at present the discs are only available as paper reprints.

In the picture below, the top disc is on the left.





## Contractors Committee puts forward proposals for its own reconstruction

Proposals for a new constitution for the Central NHS (Chemist Contractors) Committee have been put forward by that committee. The aim is to provide direct election of a proportion of the membership by Local Pharmaceutical Committees, as requested by LPC's last year.

The revised constitution would divide England into five areas, with Wales as a sixth. The LPC's in each area would, with the introduction of the reorganised Health Service in 1974, be asked to vote for their own area representative on the Central Committee. The new constitution would therefore be five members elected by the NPU Executive Committee, five members elected by Pharmaceutical Committees in England, two members representing the Company Chemists Association, one member representing the Cooperative Wholesale Society and one member elected by Pharmaceutical Committees in Wales.

The Central Committee, at its last meeting, decided to make representations to the Department that a mileage allowance in respect of urgent fees be introduced.

A reply had been received from the Society's Council welcoming the opportunity of appointing representatives to accompany the Committee's representatives to a meeting with officials from the Department on the question of rural dispensing.

### Drugs Misuse Act

In relation to the Misuse of Drugs Act, 1971, the Committee was informed that confirmation had been received from the Department that chemists would receive an additional fee of 5p for the new controlled drugs as at present received for entries made in respect of drugs controlled under the Dangerous Drugs Acts.

It was reported that, in accordance with the decisions taken at the March meeting of the Committee, representations had been made to the Department asking that chemist contractors be paid £50 by way of a grant towards the cost of installations of special cabinets that will be required under the Act for safeguarding controlled drugs.

A letter from the Department had been received informing the Committee of the decision regarding payment for contraceptive drugs and appliances on form EC10, and assuring the Committee that it would be fully consulted regarding the implications of the decision for pharmacists providing Part IV pharmaceutical services.

The Committee continued its discussion of the reorganisation of the National Health Service. Considerable anxiety was expressed about the duties and responsibilities of the area pharmaceutical officers. The members of the Committee were particularly concerned about a letter received from the Department confirming that, in the Department's view, there was not sufficient justification for the establishment of

area posts separate from and additional to the area pharmacist (Noel Hall).

A draft scheme for the constitution of Area Chemist Contractor Committees (the successors to Local Pharmaceutical Committees) was considered and was, subject to some minor amendments, approved.

The Committee decided that a copy of the constitution as amended should be forwarded to the Department for approval and that a meeting should be arranged with representatives of the Pharmaceutical Society and the Guild of Hospital Pharmacists to consider the constitution of the Area Advisory and Regional Pharmaceutical Committees.

The question of the method of election of members of the Area Contractors Committee was raised. It was agreed that, because information as to the geographical arrangement of the "districts" was not yet available, it would be necessary to hold separate elections for these Committees.

A report from a member of the Committee indicated that the number of forms EC10 being returned by pricing bureaux to pharmacists was increasing. Contractors would be reminded of the importance of endorsing prescriptions to help pricing.

Further discussion was given to the proposal that a one day seminar should be held for chairmen, secretaries and representatives of LPC's and Executive Councils. It was decided that, because of the imminent NHS reorganisation, it would be more beneficial if the proposed seminar were postponed until the new committees had been elected.

## Westminster report

### No-pharmacist areas

Mr John Golding asked the Secretary for Social Services whether he will take steps to provide pharmacists in areas neglected by private commercial businesses, and whether he will establish a committee of inquiry into the problems of areas lacking the services of a pharmacist. Mr Michael Alison, Under Secretary, in his reply stated that there is no power to direct a pharmacist to a particular area and that where necessary patients' relatives or neighbours are usually willing to take prescriptions to be dispensed.

□ The Weights and Measures (Unit Pricing) Bill, a private member's measure, was given an unopposed second reading in the Commons and referred to a Standing Committee.

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**Quickies ac** Medicated Lotion Pads



Contents: Approx. 60 pads. Sufficient for one month's treatment.



# Inefficiency of distribution pattern aids door-to-door sellers'

The success of such companies as Avon in door-to-door selling of cosmetics in Britain and certain countries on the Continent is likely to continue said Mr F. S. Sunderland, director of marketing, Max Factor Ltd, at Eastbourne last week.

Mr Sunderland, in presenting a paper entitled "Evolution of the Cosmetic Market in Western Europe" to a joint symposium arranged by the British Society of Perfumers and the Society of Cosmetic Chemists of Great Britain, blamed "the inefficiency of the existing distribution pattern" for the door-to-door company's prosperity and forecast it going "from success to success". But when it was suggested from the floor that there was something unsatisfying about such sales in that the customer had to wait for delivery of the goods Mr Sunderland replied that in an affluent society he could not believe women were going to buy "such fine and personal things as cosmetics in their kitchen while they put down the iron and the baby is crying for its supper. I do not put only a reflection on the manufacturers but on many of the cosmetic retailers who have not set out their stall, as it were, to make their premises an attractive place".

He said he was quite appalled when he first came to Britain to find that on entering many independent chemists the pharmacist would pass him over to an assistant and then disappear into the dispensary "to continue making his little pills". That reception was in big contrast to the Continent where the retailer looked upon himself as a specialist and would "discuss the product, the packing and sales material with you". A delegate from Holland mentioned that in his country anyone who thought he would like to set up a cosmetic shop had to have training so that he knew what he was selling and could give good advice to the customer. The industry should do something about the training of assistants by running courses. Mr Sunderland, agreeing, said his own company in February trained just under 3,000 chemists' assistants in schools throughout the country at considerable cost. He stressed the cost element because the average time of an assistant staying in a pharmacy was often short.

In distribution was there not a case for cosmetic companies to get away from the exclusivity of the "perfumery and drug store and into the grocery department store, another delegate asked. Mr Sunderland thought that "most of us have been guilty of talking to ourselves in the mirror" and being preoccupied with the finer parts of the industry. One can see certain products being peeled away from the high margin area and going into the mass consumption. There would definitely be a drift into supermarkets of those products such as talcum powders, deodorants, etc, which had a fast turnover but not those products which were issued in many shades. He

thought also that there was a sign that the door-to-door sales of fragrances was bringing a greater awareness of their existence to millions of women. The outcome, he said, was likely to mean a bigger number of well informed customers and more demand for products formerly only available to the few.

The following is an abstract of Mr Sunderland's paper:

The UK's lower performance in this league (Table 1) compared with other large industrial nations, especially regarding per capita disposable income, would indicate a smaller cosmetic market in value per capita in the

Table 1	Population millions	GNP per capita (£)	Annual disposable income per capita (£)
Belgium	9,691	1,385	897
France	51,301	1,252	912
Italy	54,836	708	565
Netherlands	13,194	1,116	741
W Germany	61,225	1,603	930
UK	55,812	998	702

absence of any other factors. I mention value particularly because European comparisons indicate that the unit retail prices of cosmetics are lower in the UK than elsewhere. In cosmetic performance, if there is such a phrase, the UK does better than in the overall economic league. An examination of retail prices of major manufacturers inclusive of various taxes leads to my estimate that broadly the prices are half those on the Continent and furthermore, that the average retail price of the product mix sold is approximately £0.40 per unit. In terms, therefore, of units purchased per year, the cosmetic league looks as follows:

Table 2	Units (millions)	Units (per capita)
Belgium	20.0	2.06
France	230.0	4.51
Italy	82.5	1.50
Netherlands	52.5	4.04
W Germany	202.5	3.33
UK	350.0	6.25

Specifically, the UK has a different profile for skin care being approximately an eighth by value of the product groups examined as opposed to one-third in the other European countries. Secondly, the fragrance product group takes up a larger share than on the Continent. My conclusion is first that in the UK, the category share is high because there is a very high usage of talcum powder . . . in the region of 50 million units and nearer to 60 million if talcum for men and babies is included. The comparative figures for the Continent are insignificant to the point where I have been unable to report worthwhile data.

Secondly, fragrance sales in the UK are greatly assisted by the large Christmas cosmetic business which exists relative to the Continent. Approximately 40 per cent of fragrance sales take place for Christmas.

In studying the evolution of the cosmetic industry in W Europe, we must look at a third element, namely distribution. I would suggest that this is the most decisive factor in explaining the size and type of market for cosmetic products, notwithstanding the growth of door-to-door selling which in essence must exploit the deficiencies in the "normal" channels of distribution.

The UK has essentially a chemist/department store distribution while the Continent has a perfumery/department store distribution. The point is that cosmetics are purchased in "special" shops on the Continent and in shops selling other merchandise, especially "prescriptions" in the UK. This aspect is reinforced by the highly developed "chain retailers" in the UK with their ability to mass merchandise.

I would foresee no significant changes on the Continent until present distribution patterns change and this will only come about slowly. In the meantime, door-to-

door selling should take increasing advantage of this situation. In the UK there will be a further development of the present situation with the cosmetic business being concentrated among fewer retailers and fewer manufacturers, both being dominated by a few giants. Paradoxically, we could then see the emergence of special beauty shops as rising affluence encourages consumers to find their own identity.

## Synthetics

A paper by Dr H. R. Ansari and Mr A. J. Curtis (Bush Boake Allen) said it was generally believed that the future of the perfumery industry lay in simulating as many essential oils as possible and hence lessen dependence on the natural oils.

Rising living standards meant more demand for perfumery compounds and this coincided with diminishing supplies of essential oils. Already demand for sandalwood perfume outstripped supplies available from the natural oil.

The paper mentioned that a number of chemicals with a sandalwood odour had been made. The so-called terpeno-phenols manufactured by the condensation of phenols with camphene followed by hydrogenation had found application in a number of sandalwood bases.

The last addition to the sandalwood odours was Osyrol (and its homologues), and although this monoterpene was not a direct replacement for  $\alpha$ -santalol, this speciality had a "fine sandalwood odour".

During the last 15 years extensive research on monoterpenes had been conducted. Now some 12,000 tons a year of  $\beta$ -pinene was available to the perfumery industry for conversion to monoterpene products.



# Roche put their case for select committee to Lords

Presenting a petition before a House of Lords special orders committee for the appointment of a select committee to review a Government order requiring cuts in the price of tranquillisers Librium and Valium, it was said by Mr Richard Yorke, QC, that the Government was attempting to "bring the operations of Roche products to an end".

On the opening day on Monday Mr Yorke said that the effect of the order was that the price of Librium would have to be reduced to 40 per cent of what it was in 1970, and Valium to 25 per cent of its 1970 level.

He told the committee headed by the Earl of Listowel that the petitioners, Roche Products, F. Hoffman-La Roche & Co and A. G. Sapac Corporation Ltd, wanted the order referred to a select committee.

A select committee would recommend that the order be quashed or upheld. He told the committee that the Government's order would halve the revenue of Roche Products in the UK.

## A domino effect

He said the prices of Librium and Valium in Britain were the lowest in the world and the Government's order would have a domino effect so that other countries would also want the prices reduced. "The effect of this would be to effectively quarter the world-wide revenue of the parent company—Hoffman-La Roche or maybe even worse." Research would also have to be cut to a quarter.

"Had the Secretary of State even considered the possible consequences of driving out of business the biggest 'ethical' drug company in the world? The cost in terms of human suffering would be far too great."

Mr Yorke said that looking at the matter through Swiss eyes—it appeared that there had been less than fair play in the Monopolies Commission procedure which led to the order. "The National Health Service is getting its medicines relatively cheaply, subsidised by overseas profits," he added and claimed that the Monopolies Commission had received a tremendous amount of evidence which could have been favourable to Roche. But it had "put on the most extraordinary blinkers".

Roche felt that the department was playing God "with different rules and different tests for different people".

Mr Yorke said the investigation was fudged in places, inadequate in others and in some cases investigation was missing altogether. "Certain evidence seems to have been given to the Monopolies Commission which was factually incorrect from the Department of Health. It appears to have been said that the Department did not know about the prices at which the raw materials for Librium and Valium could be

obtained until 1971. There can be no doubt that this information was not only available but was offered to them by us and publicly available in the newspapers."

The term "Arab state of the drug world" had been used in connection with the British Government's order that the prices of the two tranquillisers should be drastically reduced, Mr Yorke told the Committee on Tuesday. The phrase had been used because if Britain was not going to pay the full price and share of research costs the extra costs would be loaded on to someone else, he went on.

"If anybody takes this attitude . . . one of two things happen, you are forced to stop researching, or if you don't stop researching then somebody else has got to pay the balance which you are not shouldering."

Mr Yorke added: "We work out what is the total amount of money we have to get back for current research costs and we work it out so that each kilo of Librium and Valium, wherever it is sold, recovers the same amount of money for research. Everything else is allowed to vary locally. Every country contributes per kilo the same amount towards research and we say this is fair."

"But the Monopolies Commission say no. It should be based simply on the final selling price and as a percentage of that. In that case if research costs remain fixed, when England forces a reduction in the selling price, then it forces . . . somebody else's price to go up.—Whose?"

Mr Yorke said that the accusation that their research level was abnormally high was not sustained by any evidence. This was inadequate research by the Commission and therefore irresponsible. The Commission did what it was told to do and thus "started out with what they had to prove instead of finding out facts and seeing what was to follow".

Mr Yorke added that the highest profit Roche were accused of as a return on Librium and Valium was something in excess of 70 per cent. "But this is obviously a matter of common sense and in line with Beechams. If Beechams have a clean bill of health, and the Minister has said so, what is wrong with us?" There were certainly two and probably four or five British companies making a higher return on capital than Roche. "Therefore why have we been singled out because we are Swiss?", he asked.

Mr Yorke continued: "The Monopolies Commission contentedly worked throughout on figures for one year and that was, in my submission, an irresponsible thing to do when dealing with any question of figures in the drugs industry. "Given the way the drugs industry is financed, by a major breakthrough every 10 to 20 years, probably the true period through which

you have to look is getting on for 20 years—it cannot be less than ten years".

It was "appallingly difficult and dangerous" to take one year in isolation. If the commission had looked at Roche in 1965 they would have found the company was making much lower profits than British companies.

"It all depends when you are making money and that depends when you discover your breakthrough drugs—it is quite unrealistic to take a year by itself and this is something the commission ought to have known".

He was still making his submission to the Lords committee when the hearing was adjourned until Monday.

## News in brief

□ Prescriptions dispensed in Northern Ireland during February numbered 867,496 (545,975 forms). The total cost was £855,204, an average of 98.58p per prescription.

□ A campaign for the return of unwanted medicines to chemists is currently taking place in Eastbourne. The campaign is being sponsored by the Eastbourne Branch, Pharmaceutical Society and the Eastbourne Home Safety Committee.

□ Resistance of reclosable pharmaceutical containers which claim child-resistant qualities is the subject of a draft for development by the British Standards Institution, 2 Park Street, London W1. Performance requirements and a method of testing will be covered.

□ The US Food and Drug Administration has ordered manufacturers of anti-bacterial drugs used at low levels in animal feed to submit additional safety and effectiveness data, or withdraw the products from the market. The reason is that certain antibiotics used in feed may cause bacteria in animals to become resistant to the antibiotics used.



The four winners of the Kingsted Pharmaceuticals Ltd "Refrane" smoking control course competition left Gatwick Airport on May 9 on a Dutch tulip holiday. The four winning pharmacies are Rickford Barnes Chemist Ltd, Maidenhead; B. W. Meekins, Norwich; A. J. M. Mansell Ltd, London; and L. D. Cox, Dover.



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10p off every packet of Ayds! That's a great start to the summer for you and your customers.

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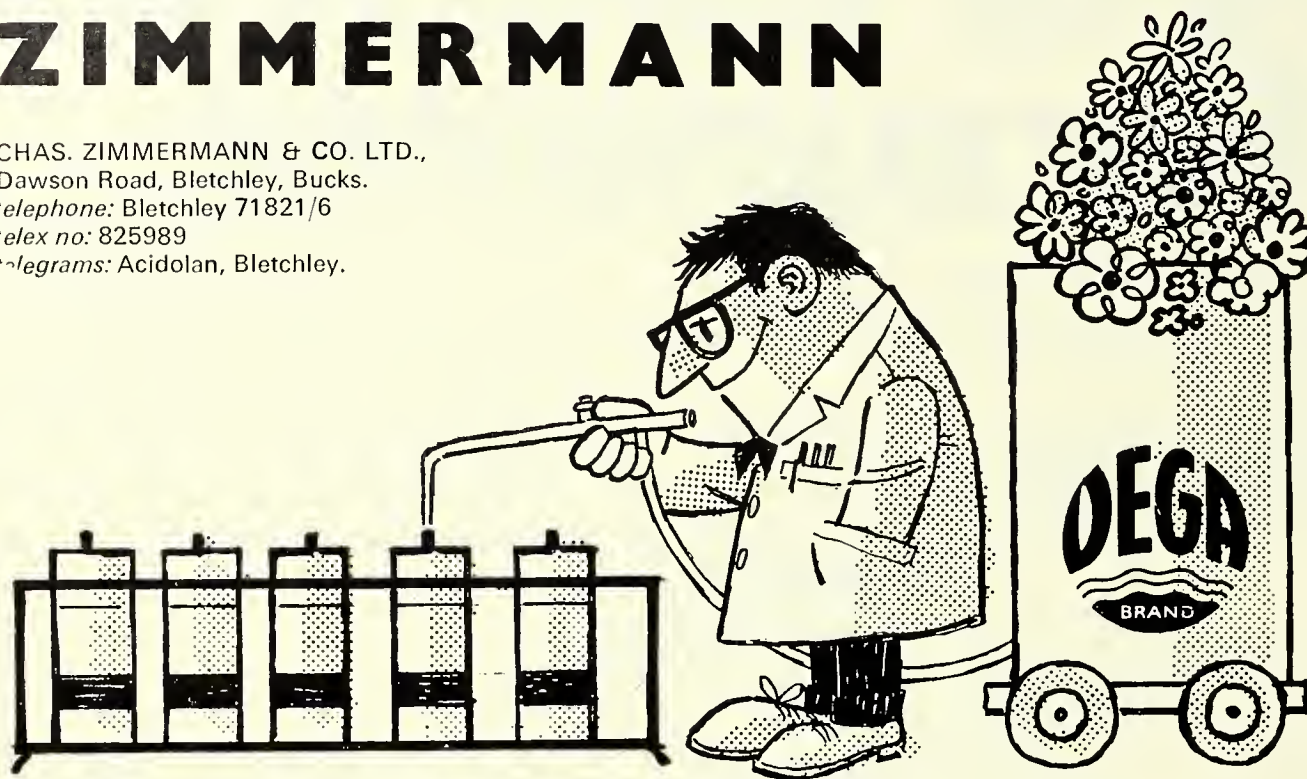


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telex no: 825989  
telegrams: Acidolan, Bletchley.



## The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

*For additional information, or to apply for assistance, write to:*

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The Triangle Trust 1949 Fund  
Clarges House, 6-12, Clarges Street  
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- 3) Ceanel Concentrate. Decapitation need not be the only cure for dandruff (Seborrhoeic Dermatitis). Ceanel is certainly a safe reliable alternative. Recommended also for Psoriasis of the Scalp.

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**RIKER LABORATORIES** **3M**  
LOUGHBOROUGH LEICESTERSHIRE ENGLAND





Original photograph circa 1920

## This could have been Gladys Pearson's last picture

Fifty-five years ago Gladys Pearson was diagnosed as a diabetic. Gladys was condemned to a life of almost impossibly rigid diet, with many spells of hospitalisation. The outlook for Miss Pearson was bleak.

But in 1921 Banting and Best made a discovery of tremendous importance: they demonstrated the vital role of insulin.

Soon after this discovery Burroughs Wellcome commenced manufacture of the essential hormone in the UK. Consequently, Gladys and other diabetics were soon able to benefit from this breakthrough. Except for brief non-insulin periods of treatment in the early days, Miss Pearson

has been prescribed Wellcome\* Insulins since they were first manufactured.

The use of crystalline insulin was pioneered by Wellcome whose considerable pharmaceutical experience, expertise and extensive production facilities have contributed fully to the comprehensive range of insulins that are the lifeline of diabetics today.



[Recent photograph]

## Wellcome Insulins

Full information about WELLCOME Insulin is available on request.



Wellcome

Burroughs Wellcome & Co.  
(The Wellcome Foundation Ltd.)  
Berkhamsted, Herts.

\*Trade Mark





# Viral cause for diabetes?

Research workers are investigating the possibility that pre-maturity diabetes diagnosed under 40 years of age may be due to a viral infection, stated Dr P. J. Randle, Professor of biochemistry, University of Bristol, recently.

Speaking at the professional services section of a British Diabetic Association meeting, he said that studies suggested that common coxsackie viruses can damage the pancreas. Investigations are proceeding by examination for antibodies in the bloodstream thereby showing infection. If it is true that there is more infection in young diabetics than the population as a whole, then an immunisation programme could greatly reduce this form of diabetes.

Professor Randle stated that in the over-60 type of diabetes there was the probability of an inherited factor, not only as to whether the person will get diabetes but also when. Some 20 to 25 per cent of the population had features of the pre-diabetic state, but diabetes was diagnosable in only 1 to 2 per cent of the population. Other research, mentioned by Professor Randle, included the effect of hormones produced by the gastro-intestinal tract on insulin secretion; nervous control of the pancreas; slowing down enzyme destruction of insulin; and determination of the structure of insulin and attempts to

synthesise smaller molecules of similar action.

Mr D. A. Hancox, lecturer in pharmacology at the University of Bath, discussed the mode of action of oral hypoglycaemic drugs and stated that there were other drugs which have a similar action. He said that sodium salicylate and acetylsalicylic acid were known to produce hypoglycaemic effects and that alcohol and monoamine-oxidase inhibitors also lower blood sugar levels. Tolbutamide, he suggested, augmented the actions of glucose, but it is not known how the biguanide group of drugs, eg phenformin, exert their action.

The use of oral hypoglycaemic drugs was discussed by Dr D. W. Pugh of the Royal United Hospital, Bath, who described the two types of diabetes. Insulin-dependant diabetes generally developed early in life and was associated with great thirst, loss of weight and appetite and polyuria. That could never be treated by drugs. The later-developed diabetes—post maturity—occurred generally with obesity and hypertension; and the best control over the group was with sulphonylureas, eg tolbutamide, allied to diabetic control.

Dr P. A. Thorn, Royal Hospital, Wolverhampton, Dr R. G. Russell, general practitioner, Wolverhampton, and Mrs Evans, practice nurse, Wolverhampton, discussed the growth of "mini-clinics" for the treatment of diabetics. They suggested that a large number of diabetics could be looked after in a "mini-clinic" run by a general practitioner who was in a partnership and was particularly interested in diabetes. That would be more convenient for the majority of patients, leaving the hospital clinics more time to deal with the more difficult cases. There were said to be 14 such "mini-clinics" in operation at the end of 1972 in the Wolverhampton area.

## Pharmacists meet with European biochemists

Over 700 delegates, including a number of pharmacists from universities and industry, attended a special meeting of the Federation of European Biochemical Societies at University College, Dublin, April 15-19. The theme of the meeting was "Industrial aspects of biochemistry".

A communication on "Studies on the mechanism of *Bacillus subtilis* spore inactivation by combined treatments with gamma irradiation, moist heat and phenolic bactericides", by P. B. Deasy, L. B. Bhagavan and R. F. Timoney, College of Pharmacy, Dublin, was presented by Dr Deasy.

Professor Timoney acted as chairman for the symposium on "Drug Metabolism and Activity" at which the speakers were Professor A. H. Beckett, Department of Pharmacy, Chelsea College, University of London, Dr E. J. Ariens, Department of Pharmacology, University of Nijmegen, The Netherlands and Dr E. Gerhards, Clinische Forschung, Schering AG, Berlin. Professor Beckett's paper was entitled "Importance of metabolic studies in drug research and medicine design"; Dr Ariens spoke on "Modulation of the bioavailability profile of drugs (bioactive compounds) by molecular manipulation", and Dr Gerhards' contribution was on "Importance of meta-

bolism and pharmacokinetics on the development of new pharmaceutical products; general aspects with examples from the areas of steroids and oral antidiabetics".

Dr Deasy acted as co-chairman for the free communications on "Mode of action of other drugs", and Professor Timoney was co-chairman for the free communications on "Drug metabolism and activity". Mr G. O'Connor, MPSI and Mr V. Cronin, MPSI were also delegates to the meeting.

### UCA local officers talk with NPU

Under the auspices of the NPU an informal meeting of Ulster Chemists Association Branch chairmen and secretaries was held in Lurgan on May 6. Representatives from 10 of the 18 UCA Branches attended. Also present were Mr T. I. O'Rourke (NPU representative), Mr J. McMillan (UCA president), Mr G. M. Armstrong (vice-president), Mr J. W. A. Shinner, (chairman LPC) and Mr C. S. Ritchie (UCA secretary).

The president, on behalf of the members in N. Ireland, congratulated Mr O'Rourke on his election as chairman of NPU and members then raised questions on many NPU/UCA matters, including service given to members.

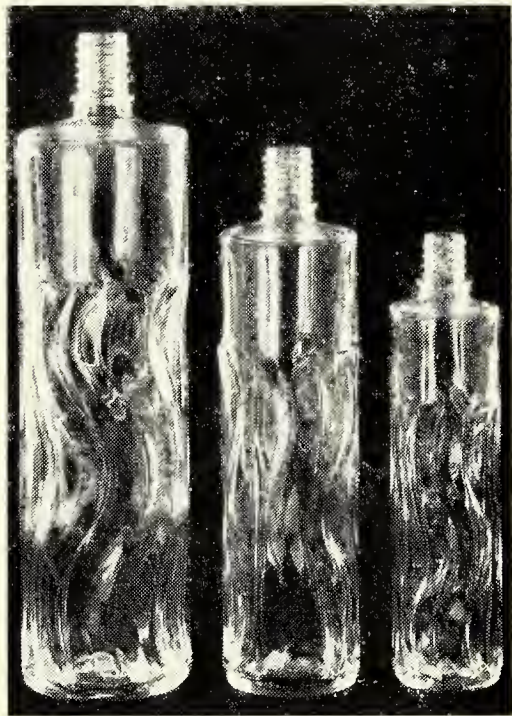
Mr O'Rourke explained the position

regarding the proposed chemists' voluntary trading organisation and the NPU marketing services organisation and mentioned the difficulties involved and the action being taken.

Among local problems discussed were health centre pharmacies and pharmacists' work load, prescription coding payments, and the withdrawal of Saturday deliveries by some local wholesalers owing to vanmen's demands for a five-day week.

Mr Armstrong inquired about continuation of services and information to UCA members who were retiring from business. Mr O'Rourke advised that such members should take out NPU associate membership and they would thus be kept fully informed.

A new series of splash Cologne bottles in white flint glass with an attractive swirl design is being introduced by International Bottle Co, 140 Park Lane, London W1 4AU. The bottles, 125cc, 250cc and 500cc will be available from stock during late summer. The design is similar to a new series of aerosol bottles being offered by the company.



## Coming events

- Monday, May 21**  
Romford Branch, Pharmaceutical Society, Speights Restaurant, Gidea Park, at 7.30 pm. Mr F. Fish on "Science in crime detection".
- Thursday, May 24**  
Bournemouth Branch, National Pharmaceutical Union, Round House Hotel, Lansdowne, Bournemouth, at 7.30 pm. Annual meeting. Speakers from Herbert Ferryman Ltd. Royal Society of Health, Pharmaceutical Group, 13 Grosvenor Place, London SW1, at 7.30 pm. Mr A. P. Launchbury (Pharmaceutical adviser, Pharmitalia) on "Some pitfalls in dermatological and cosmetic formulations". Society of Cosmetic Chemists, Washington Hotel, Curzon Street, London W1, at 7 pm. Annual meeting.
- Friday, May 25**  
Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, at 8 pm. Mr N. Berry on "The practice of pharmacy overseas with particular reference to Europe".



# Market News

## EPHEDRINE DEARER

London, May 16: The price of ephedrine and its salts has been marked up by about £0.50/kg.

Cape aloes continues firm in the face of short stocks at origin; spot offers meanwhile are nominal. Benzoin and lemon peel were also firmer. The steadily rising values for both Chinese and particularly Brazilian menthol was maintained during the week. Lower were nux vomica, turmeric, pepper, Nigerian ginger and podophyllum—all in the cif position. With offers of new crop buchu easier at origin the 1972 leaf is quoted lower on the spot but there is little interest shown by buyers.

Because insufficient cargo space was booked on vessels bound for Europe and UK from Tuticorin during April there were no shipments of senna pods and leaves during the month to these destinations. A shipment of 18 tons of leaves was made to the US.

Among essential oils petitgrain and Brazilian peppermint were firmer while clove leaf and Ceylon citronella tended to ease. Bois de rose was not quoted in any position.

## Pharmaceutical chemicals

**Acetomenaphthone:** 100-kg lots £5.64½ kg.  
**Ascorbic acid:** £2.45 kg; 5-kg £2.51; sodium ascorbate, plus £0.23; coated, plus £0.10 kg.  
**Atropine:** (500-kg lots per kg) alkaloid and methonitrate £65.20; methylbromide £64.20; sulphate £52.90.  
**Calcium carbonate:** BP precipitated £49 per metric ton.  
**Calcium gluconate:** 250-kg lots £0.63 kg.  
**Calcium lactate:** 250-kg £412 per metric ton.  
**Calcium pantothenate:** £3.60 kg; 5-kg £3.57 kg.  
**Calcium sodium lactate:** £0.709 kg in 50-kg lots.  
**Carotene:** Suspension 20 per cent £16.73 kg.  
**Cyanocobalamin:** £1 per g.  
**Ephedrine:** 100 kg lots per kg—£13.00; hydrochloride £10.75; sulphate £11.10.  
**Folic acid:** 5-kg lots £18.65 kg.  
**Isoprenaline sulphate:** 5-kg £16.50 kg.  
**Kaolin:** BP is £66 per 1,000 kg in sacks.  
**Methylated spirits:** (Per bulk gal, delivered) 45-gal drums minimum 900 gal, industrial 66 op £0.324; perfumery quality 68 op £0.377; mineralised 64 op, £0.338. In tank wagon, 2,500-gal the rates are £0.301, £0.354, £0.315 respectively.  
**Mercurochrome:** £7.95 per kg.  
**Nicotinamide:** (Per kg) 1-kg £2.30; 5-kg £2.27.  
**Nicotinic acid:** (Per kg) 1-kg £2.37; 50-kg £2.34.  
**D-Panthenol:** £9.90; 5-kg £8.50 kg.  
**Pyridoxine:** £7.10 kg; 5-kg £7.00.  
**Quinidine:** Alkaloid (10-kg lots) £50 kg; sulphate £47.50.  
**Quinine:** (Per kg in 85-kg lots) alkaloid £36.25; bisulphate £27.50; dihydrochloride £35.25; hydrochloride £34.50; sulphate £30; hydrobromide (10-kg) £34.40.  
**Sodium benzoate:** One-metric ton lots £283.30.  
**Sodium bicarbonate:** BP £26.40 per long ton for 8-ton lots in 1-cwt bags delivered.  
**Sodium carbonate:** Anhydrous £107 metric ton.  
**Sodium chloride:** Vacuum dried £8.15 per long ton in plastic sacks for 6-ton lots, ex works.  
**Sodium citrate:** £313 per metric ton.  
**Sodium perborate:** (Per 1,000 kg) monohydrate £283.50—tetrahydrate £145.75.  
**Sodium percarbonate:** (Per metric ton) £170.75.  
**Sodium salicylate:** Per kg in 5-metric ton lots £0.54; 1-ton £0.55; 250-kg £0.56½; 50-kg £0.59.  
**Sodium sulphate:** BP from £35 to £40 per metric ton as to crystal. BP exsiccated £60 ton.  
**Sodium thiosulphate:** £50 per metric ton.

**Riboflavin:** £14.17 kg; 5-kg lots £14.14 kg.  
**Thiamine hydrochloride:** £7.09 kg; 5-kg £6.84 kg.  
**Vitamin A:** Oily 1 mu iu per g £5.30 kg; 5-kg £5.20 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu £4.55.  
**Vitamin D:** Powder for tableting 850,000 iu per g, £17.88 kg; 5-kg £17.78 kg.  
**Vitamin E:** (per kg) £6.94; 5-kg lots £6.91.

## Crude drugs

**Aloes:** (metric ton) Cape £450 spot nominal; £425 cif, Curacao £700 spot; £635, cif.  
**Benzoin:** BPC £49-£55 cwt spot; £48-£54, cif.  
**Buchu:** Spot, old crop £2.20 kg; new crop £2.05, cif.  
**Ginger:** (ton, cif). Cochín, May-June £322.50, Nigerian split £400; peeled £515, Jamaican £870, Sierra Leone £460.  
**Lemon peel:** Spot £610 metric ton; £590, cif.  
**Menthol:** (kg) Chinese spot £6.60; shipment £6.30, cif. Brazilian spot £4.00; £3.85, cif.  
**Nux vomica:** Shipment £95 metric ton, cif.  
**Pepper:** (ton) Sarawak black £470.50; £415, cif, White £640; £5.95, cif.  
**Popophyllum:** Emodi (metric ton) £340; £320, cif.  
**Seeds:** (ton) Anise: China star £175 duty paid; shipment £135 cif. Caraway: Dutch £1,500 metric ton, cif. Celery: Indian £320, shipment £250, cif. Coriander: Moroccan £105, cif. Cumin: Indian £320, cif. Chinese £300 metric ton, cif. Dill: Indian, for shipment £185, cif. Fenugreek: Moroccan £116, cif. Mustard: £60-£180 spot.  
**Turmeric:** Madras finger £290 ton, cif.

## Essential oils

**Amber:** Rectified £0.38 kg spot.  
**Bois de rose:** Not quoted.  
**Cajuput:** £1.10 kg on spot.  
**Citronella:** Ceylon spot £1.55 kg; £1.20, cif.  
**Clove:** Madagascar leaf £1.90 kg spot; £1.67, cif. English distilled bud £17.50.  
**Juniper:** Berry £3.30 kg; wood £0.55.  
**Peppermint:** (per kg) Arvensis Chinese spot £2.80; forward £2.90. Brazilian £1.70 spot; £1.65, cif. American piperata from £6.65, cif.  
**Petitgrain:** £6.75 kg spot; £6.60, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

# ORALCER

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 Small, Medium, Large, Ex. Large, White and Colours  
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**BEVELLED TONGUE DEPRESSOR**  
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# OTODEX

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**Headings** All advertisements appear under appropriate headings.

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**Lineage** £0.40 per line, minimum 5 lines @ £2.00.

**Box Numbers** £0.25 extra.

**Series Discounts** 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

**Copy date** 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

**Publication date** Every Saturday.

**Circulation** ABC January/December 1972 14,992.

## Hospital appointments



### SENIOR PHARMACIST

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Well equipped department with separate sterile fluids unit.  
Pharmacists supported by trained technicians, clerical and other staff.  
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Single accommodation available and occasional help with married accommodation.  
Work in area surrounded by beautiful countryside, including Sherwood Forest.  
Not far from Nottingham. 3 miles from M.1 5 miles from New Alfreton-Mansfield Parkway Main Line Station.  
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Metropolitan Hospital, Cat. III

The successful candidate will be appointed to the Metropolitan Hospital, Kingsland Road, London E.8, in the first instance, but following the formation of an Area Pharmacy to be based on St. Bartholomew's Hospital, the post will likely be that of Staff Pharmacist (Grade 2). At that stage the holder will be required to undertake responsibility for the Pharmacy at the nearby St. Leonard's Hospital in addition to the duties attached to the post at the Metropolitan Hospital.

Applications in writing to Dr. W. R. L. Brown, Chief Pharmacist, St. Bartholomew's Hospital, West Smithfield, London E.C.1. (Tel: 606-7777).

Ilford and District Hospital Management Committee

Group Pharmacy

DEPUTY CHIEF

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Applications to the Group Secretary, King George Hospital, Eastern Avenue, Ilford, Essex.

ST. BARTHOLOMEW'S HOSPITAL  
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required. 5 day week. Whitley Council scales. Extra pay for evening clinics. Accommodation may be available in our hostel in the West End of London. Post offers varied experience in a Teaching Hospital, including close collaboration with other disciplines in the hospital. Pre-registration graduates registering during summer will also be considered.

Applications with full particulars, naming two referees to the Chief Pharmacist.

**Board of Management for  
Glasgow Western and  
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Senior Pharmacists and  
Pharmacists  
—full time/part time**

are required for vacancies in the above group of hospitals based at the Western Infirmary (Category V, Teaching Hospital) which has several specialised units. The varied experience available includes section supervision, sterile products (Intravenous Fluids, Ophthalmic preparations etc.) Ward, Pharmacy, movement within the Group and other features. Applications also accepted from married women Pharmacists wishing to resume practice. Applications in writing and telephone enquiries to the Group Pharmacist, Western Infirmary, Glasgow, G11 6NT. Telephone No. 041-339 8822, ext. 125.

## Miscellaneous

### CHEMISTS

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# Classified advertisements

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Manager required, some knowledge of photography helpful but not essential. Good working conditions. Excellent supporting staff. Five-day week. Usual hours of business, minimum paper work, scope for enterprise.

Apply in confidence to  
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Northern Pharmacies Limited require an experienced Pharmacist to act as Superintendent of their Pharmacies at Craigavon, Co. Armagh. This is a Pharmacy in a Health Centre Complex and is capable of very considerable development. No cosmetics or photographic materials are held in stock. The position calls for initiative and managerial ability and the Pharmacist appointed will be made a Director of the Company. A good salary will be paid this will be increased as the business develops.

Replies should be sent to:

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Northern Pharmacies Limited,  
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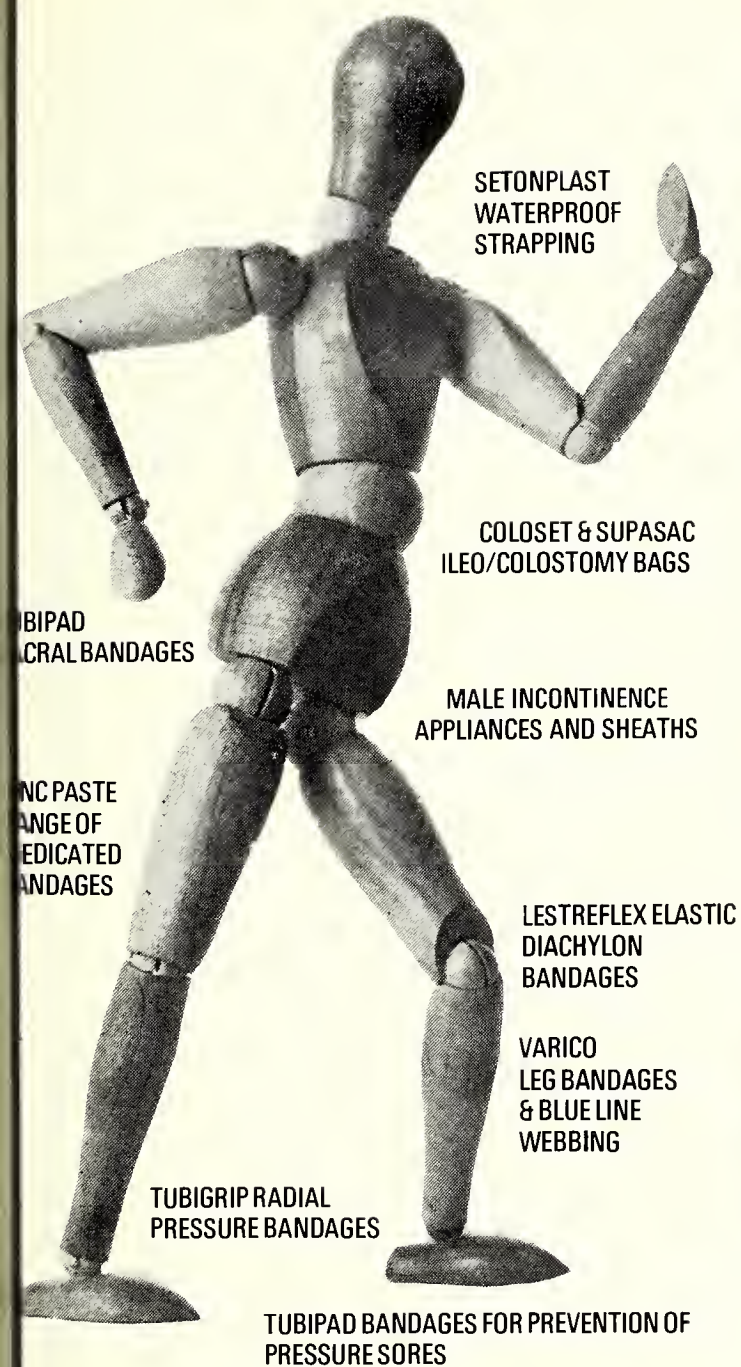
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